

Chemist & Druggist

Benn

JUNE 11 1977

THE NEWSWEEKLY FOR PHARMACY

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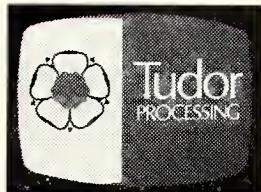
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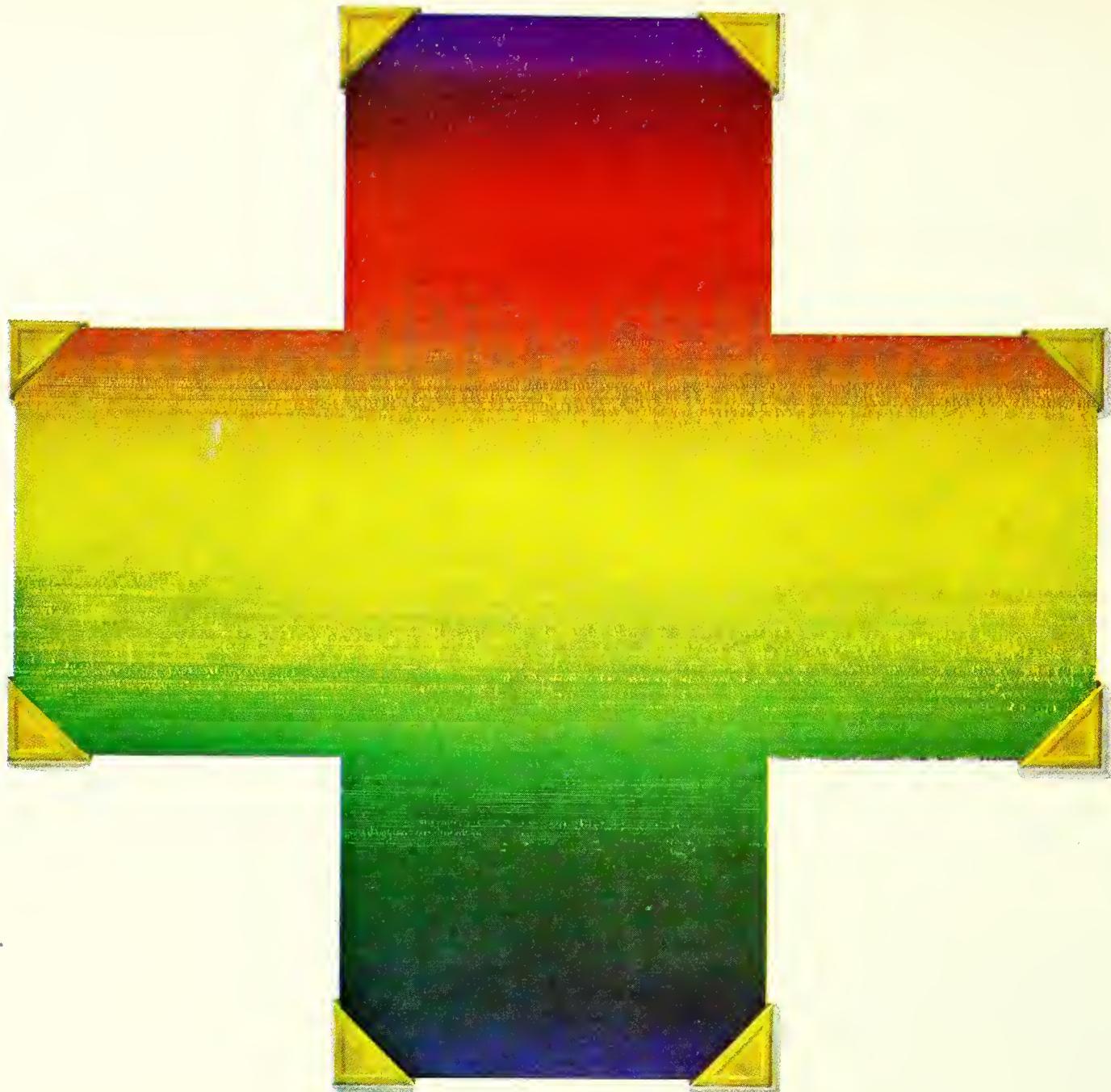
SPECIAL SECTION FOR PHARMACY ASSISTANTS

Minister's support for the Society

Sangers achieve 'real growth'

Computers in retailing

Irish MDA reviewed



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When you deal with Cross, D&P is not only profitable. It's as simple and reliable as it's possible to be! **A word on the phone with Mr. Richard Cross would be worth your while.**

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OF ENFIELD

D&P service to the retail trade since 1929.

Chemist & Druggist

The newsweekly for pharmacy

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Comment

A challenge to all

Since C&D's voice was among those arguing that in the present crisis situation, pharmacy's interests might best be served if Mr J. P. Bannerman continued in office for a further year as the Pharmaceutical Society's president, it is appropriate that we should also speak out strongly to encourage full support for the new leadership now that a change of officers has been decided by Council.

The greatest challenge facing pharmacy at the present time must inevitably be seen, within the profession, as NHS contractors' remuneration. It is tempting, therefore, to regard activity by the Pharmaceutical Services Negotiating Committee as the sole key to the future, but the "£11m cut" is merely a battle to be fought—winning the war requires the involvement of all the profession's forces, and no section is likely to achieve success in isolation.

In taking over the PSNC chairmanship at such a critical time, Mr Bob Worby will have an uphill struggle while his only weapons are figures and statisticians. His adversaries, the Department of Health with the Treasury in the background, are fighting on their own territory and victories of the kind that would please contractors are unlikely to materialise without a policy change. Only when Government and the Civil Service become committed to the idea that a full pharmaceutical service is essential to the Health Service and the needs of the public will the purse strings be opened wide enough to safeguard the future survival—and, indeed, expansion—of the service.

The key to such a change of attitude is held by the whole profession, not merely PSNC. Every individual member in practice is contributing to the influence and public view of the whole—and it is no good the individual complaining that representative bodies are unable to obtain his just rewards if he is not seen by the public earning them.

In terms of the organisations concerned, the Pharmaceutical Society has an important role to play in achieving more money for contractors. This is made apparent by the remarks of Mr Roland Moyle, Minister for Health, at the Council dinner last week (p844), when he indicated how much the Government had had its viewpoint swayed by approaches by the Society on the question of analgesics self-service. The result is the Health Education Council campaign on medicines, a campaign which we hope will offer the new president and other leaders ample opportunity to advance the case for community pharmacy. But whatever Mrs Leigh and Mr Worby are able to say to the public via the media, their case will only be made if what they preach is seen to be practised by all members of the profession. Good leadership must, in fact, be earned!

Sometimes the necessary support has been lacking in the past, a point of which Mr Griff David, the retiring PSNC chairman, will be well aware. He has occupied the profession's most unenviable post with distinction and dedication, and has ridden out the attacks on his committee with good humour. Mr David cannot personally be blamed for the failures, but is fully deserving of the profession's thanks for his efforts towards the successes of the past decade.



Benn

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Minister approves of Society's campaigns

The Minister for Health, Mr Roland Moyle, has given his full support to the way the Pharmaceutical Society has approached government over the past few months.

He admitted at a Pharmaceutical Society Council dinner last week that the Society's campaign on analgesics had persuaded him of the need to educate the public to treat medicines with respect. His decision to hold a "medicines with care" campaign was a direct result of the Society's persistence.

Mr J. P. Bannerman, who retired as the Society's president last week, told *C&D*: "I was delighted when Mr Moyle said that both he and the Secretary for Social Services, Mr David Ennals, had found our direct approaches to them very stimulating and helpful in policy making. When I asked him if he would be prepared to support a pharmacy week by appearing on radio and television, he agreed."

Mr Bannerman said it was vital for pharmacy to strive for good lines of communication with Members of Parliament. "I know Estelle Leigh [the new president] is as firm an advocate as I am of ensuring that our case is presented in Parliament and Westminster and I have great confidence in her. I hope the Society's members will give her as much support in her campaigning as they have given me."

'Bad move' to stand again

Asked why he decided not to stand as president for a third year in spite of many requests from the profession to do so, Mr Bannerman said he felt it would have been a bad move. Initially he was prepared to stand, but two of his Council colleagues made sounding and discovered there was not a majority in his favour so he decided to step down. "I was not prepared to risk the unity of Council", he said. "I decided to give my full support to Mrs Leigh."

Mr Bannerman will no longer be in the front line for television appearances and radio interviews on the Society's behalf, but he said if the media made direct approaches to him he would not refuse to act as a spokesman.

Mrs Leigh said last week that she was deeply conscious of the responsibility she was about to take on and of the high standards set by her predecessors in this office, especially Miss Irvine and Miss Burr, the only two other lady presidents.

"I want to work for the profession in all its spheres, particularly for the public good, and I shall need all the help and support of every member of the Society. I hope to build on the work of the presidents who preceded me recently in maintaining good contacts both inside and outside the profession."

PSNC receives support for 'action' on £11m cut

The Pharmaceutical Services Negotiating Committee is receiving a considerable postbag from chemist contractors in support of whatever action may be taken over the "£11m cut" in their remuneration. Many have sent in the replies already received from MPs in response to their letters of protest—some MPs say they will be taking the matter up with the Secretary of State for Social Services.

A PSNC spokesman told *C&D* this week that the contractors' letters varied in "militancy", but all pledge their support. Typical is that from Cheshire Local Pharmaceutical Committee expressing "incensed outrage" over the cut and backing any action deemed necessary to secure fair and adequate remuneration. The letter warns: "It is our intention to call a meeting of all contractors in Cheshire to consider our situation, if it is not soon evident that

your negotiations with the Department are moving towards some much more satisfactory conclusion."

Working group to consider supply board for NHS

Mr David Ennals, Secretary for Social Services, is to set up a joint National Health Service—Department of Health working group to consider establishing a supply board to devise common buying policies for all health authorities.

In a statement last week, Mr Ennals said that the NHS bought about £600 million worth of supplies a year, from food and bandages to scalpels and x-ray equipment, so he was anxious to ensure that patients got the best value for money from this combined buying power. "I am convinced there are important economies to be made by an improved supplies policy."

The working group would examine the present arrangements for NHS supplies, in particular the administrative level at which different items are bought and the degree of uniformity of standards. Mr Ennals intends to consult the professions and the NHS, and staff representatives, about the composition and terms of reference of the working group. "I hope that it will start quickly and that it will take no more than six months to complete its work." Mr Brian Salmon, who retires as chairman of Camden and Islington Area Health Authority on July 31, is to chair the working group.

Intruder alarms—call for more competition

The Price Commission believes that more competition between companies in the intruder alarm industry would lead to greater efficiency, lower charges and better service for users.

The Commission's report no 24, "Intruder alarms" (HM Stationery Office, £0.75), has been submitted to the Secretary for Prices and Consumer Protection. The Commission found that the industry is expanding with most of the business in the hands of a few large firms, and there is a close association with insurance companies. One third of new users were obliged to install an intruder alarm as a condition of insurance and a further third sought their insurer's advice before acquiring a system. As a result insurers play some part in two-thirds of alarm installations.

"Competition in charges", says the Commission, "is not very marked. There are practices in the industry which, if amended, could improve competition." Two in every five customers did not obtain competitive quotations before ordering a system because they were often guided by their advisers to a particular installer. The Commission also notes that current British Standard 4737 specifies that maintenance should be carried out by the installer, a practice which inhibits competition and the user's freedom to change firms if he is dissatisfied.

The customer suffers two other disadvantages, according to the Commission. He does not have sufficient information to



Mrs Doris Steed at the wheel of a Ford Escort won by her husband, Mr A. L. Steed, MPS (second from left) in the 1977 Wilkinson-Sword "auction". Also pictured are (left) Bill Tuffee, Wilkinson-Sword area manager and Keith Watson, chemist division national sales manager. Mr Steed has pharmacies in Battersea and Clapham

select a system and get value for money; and there is no standard form of contract. The study found that small firms appear to offer a better deal, at least for certain types of installation, than the large firms which have most of the business. Although installation fees do not differ significantly, small businesses tend to charge less for maintenance, to offer a better back-up service (for example, a quicker response to calls), and to be more economic in manpower. Conversely, large firms can offer monitoring by their own central stations. Monitoring, in certain cases, is a condition of insurance.

The Commission estimates that installation fees rose by about 60 per cent and rental and maintenance charges by 70 per cent over the three years to July 1976. Net percentage profit margins are "not excessive". For large firms, the average increased from 2 per cent on turnover in 1974 to 4 per cent in 1976. This increase, together with a substantial growth in turnover, resulted in a rise in average profits from £43,000 in 1974 to £144,000 in 1976. Average net percentage margins for smaller firms went up from 8 per cent in 1974 to 11 per cent in 1976, representing an average per firm of £7,000 in 1974 and £14,000 in 1976 before deduction of directors' remuneration.

The Commission recommends that—prospective users should obtain competitive quotations; customers should have more opportunities to buy outright, rather than rent, new intruder alarm systems; and clearer contracts should be introduced to enable users to be more fully aware of their rights. Ways of allowing the customer to choose an alternative maintenance company if the complete system is bought outright should be investigated. But where the installer still owns part of the system he should have the right to arrange for maintenance of those parts, the Commission feels.

New HEC contraception campaign launched

A new £100,000 contraception campaign was launched this week by the Health Education Council and will continue until the end of October. It uses a 45-second commercial to be shown in 450 cinemas, two commercials for broadcasting on Radio Luxembourg, and a number of Press advertisements.

In particular, young men will be reminded of their responsibilities in sexual relationships; they are advised that hoping or assuming a girl is on the "pill", or has taken some other precaution, is no reason for failing to use contraceptives themselves. Girls are advised to ignore male "assurances" and seek advice from doctors or family planning clinics.

Mr Alastair Mackie, HEC director general, says the campaign aims to bring home to young people their responsibility and the fact that everybody, married or single, can obtain contraceptives "without any hassle or embarrassment".

In a bid to improve contraception information services throughout the country, the HEC and Family Planning Association recently formed the Family Planning Information Service, which is providing advice to the public and health professions.

Retail data for management conference

Boots run experiment with computerised cash tills

Boots are currently experimenting with computerised cash tills which provide automatic price look-up and stock control as well as other management data.

Speaking at an Online conference on "Retail data for management" last week, Mr C. Biggar, computer development manager, Boots Co Ltd, said it was still too early to tell if the benefits from point of sale data capture would be sufficient to justify the cost of installing equipment in a large number of shops. At present one of the larger branches had the equipment and a smaller local branch was linked to it by GPO line.

Products labelled

Swend 80/800 equipment was used and 50 tills installed over a period of time. The tills were controlled by duplex computers in the shop; normally half the tills were controlled by each computer but if one computer should fail the other could take full control. Most items were labelled individually with magnetic labels carrying a product code, and shelf edge labels indicated the price to customers.

The operator simply "wiped" the label with a Datapen attached to the till which automatically looked up the price and added it into the memory. At the end of the customer transaction the total was provided at the push of a button, thereby taking no longer than normal checkout operations, and a customer receipt was given. Some fast-selling lines were not individually labelled but coded on a card kept by the till. For the occasional item that could not be labelled—photographic work which varied in price, for example, the price had to be keyed into the till.

Anticipated benefits

The benefits Boots expected from the system were:

- Better automatic stock replenishment because information would be provided daily instead of the present four-weekly hand counting. One week's safety stocks could be eliminated, Mr Bigger estimated.
- Simpler cash office work and improved security.
- More information about the effect that promotions, advertising, space allocation, etc, have upon item sales.
- Less effort on re-pricing merchandise.
- Since information could be gleaned at any moment of the day, staff scheduling could be improved.
- Daily accurate stock filling information.

The worst feature of the experiment was the labour problems of labelling, Mr Bigger said. Careful checking was essential and therefore manufacturers' source marking would be vital before the system could be introduced on a wider scale.

To use the system in small shops, a larger shop in an area would carry several

satellite shops linked in by GPO line and local warehouses would be shared between them.

Also speaking at the conference was Mr S. L. Maughan, Article Number Association (UK) Ltd, who outlined the article number system and its problems. He foresaw a computerised specific number being applied to items in the food industry by about 1985. It would take that time for manufacturers to introduce the labels, retailers to install equipment and trials to be completed. He did not suggest a date by which other types of stock would be similarly coded.

The article number to be used in the UK would be compatible with the American Uniform Product Code, and is to be a standard system in Europe. The European number would be of 13 digits with an eight digit code for small articles. The 13 digits would comprise: Two digits to identify country, five for manufacturer, five for product and a final check digit. The eight digit code would have two for manufacturers and three for product.

The number could be encoded on a label as a bar symbol which was capable of being read by a laser beam, hence its use in computerised checkouts, etc.

Stock computerised by 1986?

Mr J. Gattorna, Cranfield School of Management, said the results of a survey he had conducted suggested that stock supplies could be completely computerised by 1986 and that by the 1990's credit and debit of bank accounts during retail transactions could be automatic at the time of the transaction. For stock controlling the requirement was for rapid accurate data, easily captured and at an acceptable cost, he said. Such data must also be disseminated appropriately.

Retailing required short term decision making and because margins were low the effect of a decision made with inadequate information could be disastrous. He suggested that managers be educated to know which areas are sensitive to change, for example, the specific relationship between price changes, volume and margins on the total business. They should also know what information was available, when, and how it could be used.

Further loss of eighteen pharmacies in April

There was a net loss of 18 pharmacies from the Pharmaceutical Society's Register in April. Ten pharmacies opened up in England, of which one was in London; three opened in Scotland. Twenty-seven closed down in England, of which four were in London, and four in Scotland. None closed down or opened up in Wales.



Milupa introduce Milumil. A new generation of baby milks.

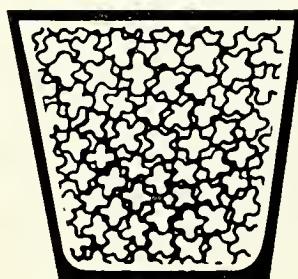
First came Milupa Infant Foods, the fast movers. Now Milupa introduce Milumil, the first granulated baby milk food.

Milumil is granulated

Milumil granulation is a real advantage for mothers. Measuring and mixing are made much easier.



Milk powders may become compressed in the scoop leading to overfeeding.



Milumil granules are easier to measure and less likely to become compressed.

Milumil is satisfying.

Milumil has been carefully modified to meet UK medical recommendations.

Levels of protein and minerals have been reduced. Fat content approximates to that of breast milk. Carbohydrate content has been made satisfying throughout the milk feeding stage.

Milumil is available nationally.

Milumil prices and margins are competitive. An attractive introductory offer is available nationally through normal wholesalers.

A full promotional programme supports the launch.

Don't wait and see. Order now and ensure Mothers know you stock Milumil and the Milupa range, the new generation of baby foods.

Samples and full information from Milupa Limited, Milupa House, High Road, Cowley Peache, Middlesex UB8 2JA. Tel: West Drayton 48286.

New Product

milupa
A new generation of baby foods

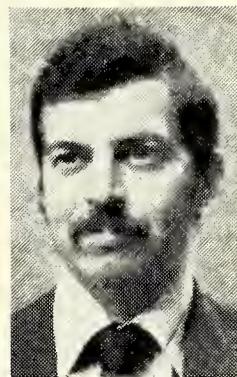
Milupa and Milumil are Trade Marks.



People



Kim Pearl



Graham Thorne

C&D appointments

Miss Kim Pearl has been appointed beauty editor of *Chemist & Druggist* and Mr Graham Thorne, BPharm, MPS, a technical editor. Miss Pearl has experience in trade journalism, advertising and public relations. Mr Thorne graduated from the School of Pharmacy, University of London, in 1970 and, except for a short period in wholesaling, has been engaged in multiple and private retail pharmacy. Both Miss Pearl and Mr Thorne have been on the staff of C&D since October 1976 and their new positions follow on the appointment of Mrs Adrienne de Mont, BPharm, MPS, as an assistant editor earlier this year.

Mr Thomas R. Gover, MPS, has been elected mayor of Reigate and Banstead, Surrey. In general practice at Walton-on-the-Hill, Tadworth (T. & J. Gover Ltd), he has been described as one of the borough's longest serving and most distinguished councillors, joining Banstead Urban District Council in 1960.

Mr P. S. Collier, BPharm, MPS, has been awarded the degree of Doctor of Philosophy by the Queen's University of Belfast for his thesis entitled "A study of alterations in the responses of the cardiovascular and respiratory systems of dogs to repeated or prolonged administration of sympathomimetic drugs". Dr Collier is a lecturer in pharmacology in the Department of Pharmacy, Queen's University of Belfast.

Mr T. R. Lowther, MSc, MPS, has been awarded the degree of Doctor of Philosophy by the Queen's University of Belfast for his thesis entitled: "Quality assurance of pharmaceuticals in hospitals". Dr Lowther is the Area Pharmaceutical Officer of the Northern Ireland Eastern Health & Social Services Board. He is also a part-time lecturer in hospital pharmacy in the Department of Pharmacy, Queen's University of Belfast.

□ A study of the patent situation for major therapeutic substances in the UK, France and Germany, available from Frost & Sullivan Inc, 106 Fulton Street, New York, NY 10038, reviews 140 "ethical" pharmaceuticals, accounting for about 60 per cent of sales of "ethical" pharmaceuticals. The report (370pp + 30pp of appendices) costs \$750.

Topical reflections

BY XRAYSER

Council elections

Three members of Council of the Pharmaceutical Society who offered themselves for re-election to Council, have failed in their purpose. It is not the first occasion on which there have been surprises, and in the absence (at the time of writing) of details under the present voting system, it is not possible to draw any conclusions.

It appears that the percentage of voters who returned their papers is even lower than last year, and that may not be unconnected with the single transferable vote system. I have tried to appreciate the advantages, but without success. I note that in your editorial comment you say that it is clear that the results show that there is considerable dissatisfaction among voters with the way the profession is being governed—or, that the single transferable vote has produced a different result from that which would have been achieved by the seven-vote system. Who knows?

At the annual general meeting the retiring president, Mr J. P. Bannerman, was questioned on the matter by Mr R. Hutchinson, of Harrow. Mr Bannerman said that the decision to adopt the new system had been taken by the Council reluctantly; that the branch representatives passed it, but that the Council did not think that the representatives understood what was being said—not a particularly flattering picture of the representatives. The president went on to say that after the system had been approved by the representatives, the matter had been put to "a committee of wise men", and they had approved it. It seems that the Council is divesting itself of all responsibility, and the meeting had to content itself with the president's comment that the Council would try to have another look at it.

Planned service

There seemed to be no misunderstanding on the part of the branch representatives on the subject of the need for a planned distribution of pharmacies. Hertford Branch proposed that the Council should take all practical steps towards that end. In raising the matter, Mr G. Noden said urgent action was needed to protect existing viable pharmacies against "leap-froggers". The priority was not to attract pharmacies into rural areas but to protect those pharmacies already giving a comprehensive service from being forced out of business. Strong feeling was shown at the meeting and the president gave the assurance that the Council was wholeheartedly committed to the planning of pharmaceutical services.

Muscle

During a recent industrial dispute at Port Talbot, reference was made to "showing muscle". It is an arresting and apparently infectious condition. The leader of the Opposition, Mrs Margaret Thatcher, is reported as saying, to a conference of Conservative women at Westminster, that a fair deal must not depend on industrial muscle, but on the merits of the case.

A letter from the secretary of ASTMS/GP Section, Mr S. Blum, in your issue of May 28, states that there now remains only one weapon to be used against the Department of Health and that weapon is "industrial muscle". Not to be outdone, the president of the Pharmaceutical Society (Mr Bannerman) referring to a meeting of certain health professions, told the May meeting of Council that that way they could avail themselves of much more "muscle" than if they acted alone. (The expression, and the occasion for its use, did not meet with the unqualified approval of Mr J. P. Kerr, and I found his comment most thoughtful.) Such a concentration of strength might be expected to go some way towards yet another major breakthrough—if I may coin a phrase.

New products

The new range of Smith Kendon medicated pastilles and lozenges being marketed under the Skores name

OTC medicinals

Skores medicated pastilles

Smith Kendon Ltd have discontinued all their medicated pastilles and lozenges in 50g tins and are marketing a new range under the brand name of Skores. The new range comprises LLC lozenge (Part I) (£0.18), and pastilles (£0.26)—blackcurrant and glycerine, bronchial, catarrh, eucalyptus and menthol, Gees linctus (Part 1), glycerine and thymol, and honey, glycerine and lemon. The products are packed in heat sealed bags within 50g cartons. Anskels and Bronskels sugarless pastilles are now marketed in similar cartons (Smith Kendon Ltd, Waterton, Bridgend, mid Glamorgan CF31 3DJ).

Cosmetics and toiletries

Faberge's Babe cosmetics

Following the launch last year of Babe fragrance Fabergé have now introduced a range of Babe cosmetics and skin care products. The light liquid make-up (£1.50) comes in six shades, ivory, subtle beige, basic beige, basic peach, soft rachel and rose beige. Brush smooth (£2.25) is a fine powder which is applied with a brush thereby having all the advantages of a loose powder with none of the messy disadvantages, and brush-on blusher (£2.25) is a creme powder formula in five shades. The creme powder eye shadow (£1.85) is available in eleven shades, some "soft and subtle and others full of shimmer and shine" and there are four double tipped soft shadow crayons (£1.75) as well as four soft liner crayons (£0.95). Babe water resistant mascara (£1.55) is also available in four colours, black, brown, blue and grey. Babe lip colour is in a "fabulous" fourteen shades and lip gloss in six including a clear one (£1.00).

The nail colours are called Babe ceramic glaze and have been used by models and beauticians in America for some time because of their anti-chip properties. The formula is also said to prevent nails breaking or splitting. Fifteen shades are being introduced (£1.00) includ-

ing a clear polish which can be used as a base or top coat.

The Babe skin care system consists of eye make-up remover pads (there are approximately 60 in each tube £1.35), a light liquid cleanser (£1.85), fresh toning lotion (£1.75) and a light liquid moisturiser (£1.95). As with the fragrance, the Babe cosmetics will be backed by advertising featuring Margaux Hemmingway and the products will be available for sale from September (Fabergé Inc, Ridgeway, Iver, Bucks).

Zendiq additions

Goya are introducing four additional products to their range of Zendiq men's toiletries. They are a 1oz after shave (£1.50) and a 1oz Cologne (£1.75) in compact bottles, described as ideal for travelling, a 145g antiperspirant spray with a "quick-dry" formula (£1.25, introductory price £0.99) and a 185g foam shave aerosol (£1.35), introductory price £1.15. The two latter products are packed in colour-matched tobacco brown and silver cans and a range of display material will be introduced including shelf strips, price cards, tester stands and merchandisers (Goya International Ltd, Badminton Court, Amersham, Bucks).

Household

Freshtex cloths

Freshtex have introduced an all purpose household cloth (£0.29 for five). The cloths are packed in transit outers which cover two display units each containing 20 packs of five cloths (Freshtex, Celanese House, 22 Hanover Square, London W1A 1BS).



Prescription specialities

ATIVAN injection

Manufacturer John Wyeth & Brother Ltd, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH

Description Clear colourless solution containing lorazepam 4mg per ml

Packs 10 x 1ml ampoules (£3.50 trade)

LIQUID GAVISCON

Manufacturer Reckitt & Colman pharmaceutical division, Hull HU8 7DS

Description Pink aniseed-flavoured liquid containing sodium alginate 500mg and sodium bicarbonate 267mg in a thickened base containing saccharin

Packs 500ml amber bottle (£1.88½ trade)
Full details of both products next week.

A new approach to vaginitis

by W. L. Delaat, BSc, marketing manager, Napp Laboratories Ltd

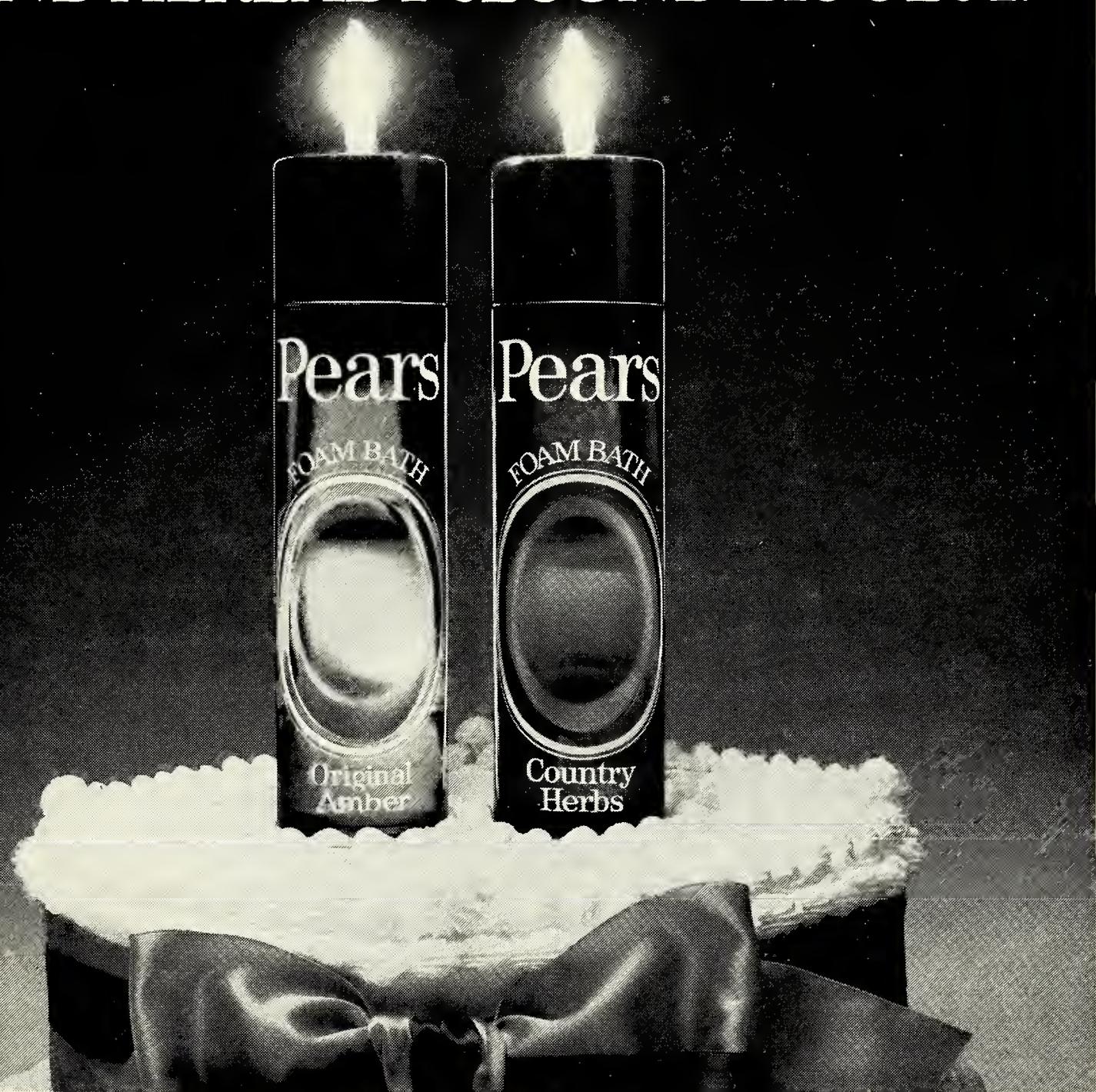
Most doctors will agree that vaginitis is an increasing problem in general practice. Patients are becoming more difficult to treat, a fact which is endorsed by the rising numbers of prescriptions for vaginitis therapies which are now being dispensed. Indeed, it has been estimated that one in every two women suffer from vaginitis at some time in their lives.

Conventional treatments for vaginitis involve the local application or insertion of creams, gels and pessaries. Napp Laboratories Ltd have introduced a new form of therapy, an antiseptic vaginal cleansing kit—the Betadine VC Kit (last week p798). An extension of the well established Betadine range, it aims to remove the discharge and debris which accumulate during infection and kill the invading organisms. The preparation also relieves the often embarrassing symptoms of pruritus and pain and has a deodorising action. The kit is designed for use alone or in conjunction with other local treatment. Daily vaginal cleansing in the morning will remove any discharge and debris which has accumulated over night, thus eliminating a source of possible re-infection and bringing the medication into more direct contact with the infected mucosa.

It is hoped that old-fashioned ideas of
Continued on p850



TWO YEARS OLD, AND ALREADY SECOND BIGGEST.*



The bath preparations market is, you might say, bubbling.

Already it adds up to £35,000,000—over half the value of the soap market.

In two years, Pears has become the second biggest-selling foam bath.*

And now we've introduced a new variant called Lemon Blossom, with a fresh, lemony tang that complements the

existing Original Amber and Country Herbs fragrances beautifully.

We're backing new Pears Lemon Blossom Foam Bath with a major advertising campaign in Woman's Magazines, supported by nearly £1 million worth of theme advertising for the Pears range.

Pears Foam Bath.

If it's No. 2 now, wait till next year.



* Excluding Avon and Boots ranges which have specialised distribution.

Trade News

Elasto, Nervone and Zief packs

New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH, have changed the containers of Elasto, Nervone and Zief because the increased demand for these products in recent months has meant that the company have had to install new, streamlined machines. The products are now available in Securitainers and not bottles, but in order to ensure brand recognition the colouring and label design have remained very much the same; prices, too, remain the same.

Toothguard 41 repackaged

Prevent Ltd, 6 Queensway House, Hatfield, Herts have repackaged the Toothguard 41 toothbrushes. Each brush is now packed in its own individual box which is supplied in an outer carton of 36 brushes.

Christmas trade shows

Further Christmas trade shows notified to C&D are—Columbia Products Co Ltd, Sherbourne Avenue, Binstead, Ryde, Isle of Wight: Hendon Hall Hotel, June 12-15; Central Hotel, Glasgow June 12-15; Hotel Majestic, Harrogate June 19-22; Royal Hotel, Cardiff June 21-23; Hotel Metropole, Brighton July 3-6; Five Bridges Hotel, Gateshead July 3-6; Castle Hotel, Norwich July 3-6; Piccadilly Hotel, Manchester July 10-13.

Goya International Ltd, 161 New Bond Street, London W1YN 0LN, will be showing at The Albany Hotel, Glasgow June 13-15 and Hotel Metropole, Brighton July 3-6.

Robinson's record promotion

A 45 rpm record of 12 popular nursery rhymes is the latest promotion to be introduced by Robinson's Baby Foods from Reckitt & Colman Food Division, Carrow, Norwich. It will be available free to mothers who send in 10 packet tops from any of Robinson's Baby Foods or Baby Cereals, plus an 11p stamp. A shelf divider has been produced to support the record promotion which will continue until March 1, 1978, or while stocks last. The offer is featured on the Propafilm wrapping of the Baby Food One and Two packs and on Baby Cereal packs.

Bonne Bell offer

Throughout early June, *Loving* magazine is promoting products from the Bonne Bell range, York House, Empire Way, Wembley, Middlesex HA9 0PA. Six different flavoured Lipsmackers lip gloss will be cover mounted and a half price offer for the full sized product in exchange for coupons found inside the magazine. This promotion follows similar ones in *Woman's Own* at the end of March and in *Successful Slimming* in the April-June



issue. The response so far has been encouraging, says the company and they are planning further editorial offers.

Mary Quant's naturals

Mary Quant Ltd, distributed by Myram Picker Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU, have introduced a range of New Natural colours for summer to complement this season's natural face: Lipsticks (£0.90) and nail polishes (£0.60) in tickled pink, peach sundae and coral fizz, and pearly eye glosses (£0.90) in soft blue, cool green and soft grey.

Mary Quant will also be launching a new range of "red hot reds" later this month. The lipsticks are called red scorcher, wild fire, riot red and ruby wine and the nail polishes, blaze away, jezebel, red tape and bloody Mary. Shades, they say, to get you noticed. The company have also introduced Havoc eau de toilette 1oz spray (£1.95).

DDD in the papers

DDD cleansing tonic from DDD Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ, is being backed by advertising in the *Sun* and *Sunday Mirror* until the end of July.

A new approach to vaginitis

Continued from p848

"douching" will not inhibit patient compliance; unfortunately, the use of unpleasant and potentially harmful solutions in the past has led to the British medical profession's scepticism over this method of vaginal cleansing. However, American and Canadian women, and many in European countries, view douching in a totally different light, and accept it for both hygienic cleansing and vaginitis therapy.

The rising incidence of vaginitis is now generally attributed to various factors which temporarily disturb the natural vaginal flora and hence the normal pH:

- The oral contraceptive "pill"—hormonal changes may give rise to an imbalance of the normal vaginal flora, leaving little defence against invading pathogens.

- Tight nylon-type underwear and tight-fitting jeans restrict the natural circulation of air and encourage perspiration which may lead to proliferation of vaginal pathogens, particularly *Candida albicans*.

- Antibiotics, used to treat unrelated infections, may also alter the delicate vaginal balance, by killing the normal bacterial flora, particularly the Döderlein bacilli. This produces a change in pH which allows overgrowth of invading organisms.

- Inadequate personal hygiene.

Pathogens invading the vagina are: *Candida albicans*, giving rise to candidiasis, the most common infection; *Trichomonas vaginalis*, producing trichomoniasis, a protozoal infection; *bacteria and viruses*, and



Ilford competition

The Ilford £1,000 print awards competition is ten years old this year and to celebrate the event Ilford Ltd, Basildon, Essex, have re-structured the competition and the prize-list. There is a special category for Silver Jubilee year called the Elizabethans which looks for any subject that typifies the spirit of the age and awards £1,000 plus two prizes of £250. Other categories include photo-journalism, a commercial section; the Ilford printer of the year award of £1,000 and the Ilford photographer of the year award of £1,000. The competition will be promoted in the photographic Press and by direct mail using photography by Sam Haskins. Final date for entries is September 30, 1977.

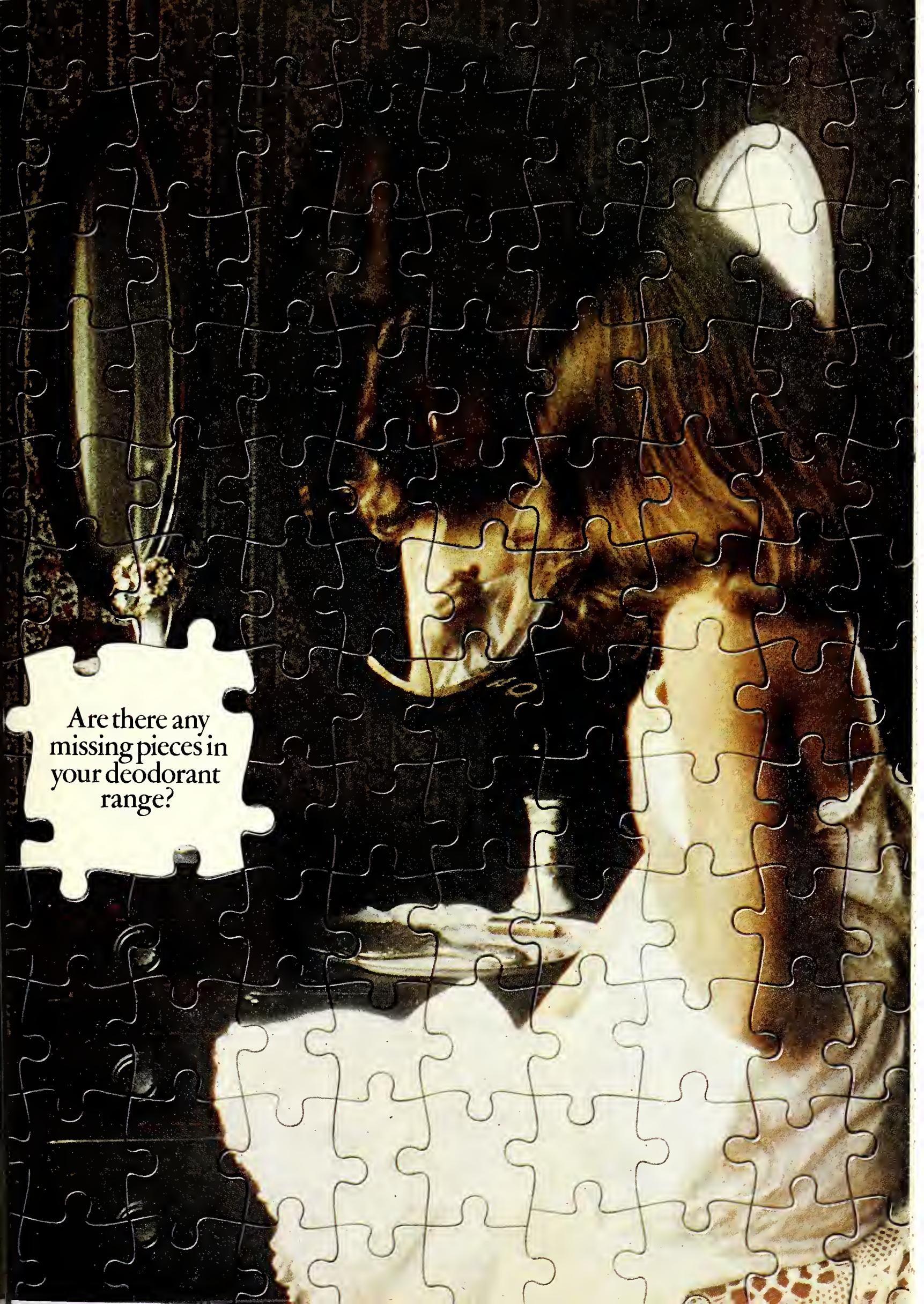
More Trade News on p852

possibly chlamydia and mycoplasma, giving rise to non-specific infections often referred to collectively as "leucorrhoea". Vaginal infections may be caused by a mixture of any of these organisms, rendering diagnosis extremely difficult. Fortunately Betadine has a broad spectrum of activity. The normal flora of the healthy vagina returns rapidly after treatment, thus restoring the natural balance.

The patient simply pours the Betadine VC concentrate into the measuring applicator bottle up to a fixed level and fills it to an upper level with lukewarm water. The applicator is then screwed on and the cleansing solution applied to the vagina whilst sitting on a toilet, in an empty bath or standing in a shower. The kit should be used each morning during the treatment period, followed in the evenings by pessaries, cream or gel, as prescribed by the physician. Explicit instruction leaflets are provided in each pack and, together with translations into Indian languages, will also be available to doctors and pharmacists for distribution.

Promotion of the kit will be aimed at medical practitioners, though it is hoped that retail pharmacists and staff will play their part by helping to overcome the social barriers to vaginal cleansing when dispensing it.

Napp Laboratories Ltd, Hill Farm Avenue, Watford, Herts WD2 7RA, say that any stocks of Betadine vaginal douche which wholesalers, pharmacists or hospitals are holding, may be returned and replaced by the new kit.



Are there any
missing pieces in
your deodorant
range?

Trade News

Continued from p850.

Unichem golfer

Pharmacists entering the "Golfer of the Year" competition organised by Unichem Ltd, Crown House, Morden, Surrey, will be facing a severe challenge according to Frank Jamieson MPS. Mr Jamieson, one of the organisers and a non-executive member of the Board, who played the St Pierre course recently said that it would seem to favour the long, accurate driver, there are some very long holes. Entries must be submitted by July 15 and the play-off will take place at the St Pierre course in Chepstow on September 7.

Catheters from Lepetit

Lepetit Pharmaceuticals Ltd, Heathrow House, Bath Road, Hounslow, Middlesex, are adding a medium-term catheter to their range. The Lepetit Silkolatex balloon catheter is a silicone-latex Foley catheter which can remain in situ for up to 28 days. Silkolatex is a combination of latex and silicone oil, mixed under pressure. The silicone oil tends to migrate to the surface of the material giving in effect a continuously lubricated surface, causing less discomfort when the catheter is inserted and withdrawn. The catheters are available with 5-15ml (retention) and 30-50ml (haemostatic) balloons in a range of sizes from 12FG to 30FG.

Gluten-free bread packs

The packaging of Rite-diet canned gluten free low protein bread has been updated by Welfare Foods (Stockport) Ltd, 63 London



A display outer of 24 packs of the new strong peppermints (£0.10) introduced to complement the range of travel sweets from Smith Kendon Ltd, Waterton, Bridgend, mid Glamorgan.

Road South, Poynton, Stockport, Ches, using a red tin. The formulation is unchanged and two varieties are still supplied with a lid showing ingredients and marked "no added salt" (formerly described as "salt free") or ingredients only, ie normal, containing salt.

Natisedine supply

Wilcox, Laboratories Ltd, 57 Norman Road, St Leonards-on-Sea, East Sussex TN38 0EG, have decided to discontinue Natisedine from June 30. Thereafter the product can legally only be supplied to a wholesaler or retailer on production of a doctor's prescription naming an individual patient and the retail pharmacist to whom the product should be sent.

Scholl hosiery names

Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH, have changed the name of three of their hosiery products. Seamless fine stocking becomes Schollfine, seamless stout is now Schollyarn and Elastic net is Scholl net. The prices are unchanged.

Stie-lasan pomade renamed

Stiefel Laboratories (UK) Ltd, 10 Wellcroft Road, Slough SL1 4AQ, will discontinue Stie-lasan pastes and Stie-lasan pomade as soon as current stocks are exhausted. Stie-lasan pomade will be renamed Stie-lasan ointment and re-introduced shortly.

Gold Cap SMA sales

Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks, say that the latest full year's figures show "a dramatic 54 per cent increase" in sales volume of Gold Cap SMA over the previous year. They feel that this result is particularly significant because it has been achieved without consumer advertising. Mr Peter Fennimore, marketing director, said, "... our products have been acknowledged by the medical profession, nurses, health visitors and, not least, pharmacists, as best meeting the Department of Health and Social Security recommendations, ie as being closer to the ideal feed—breast milk—than any other available product."

Megaclor out of stock

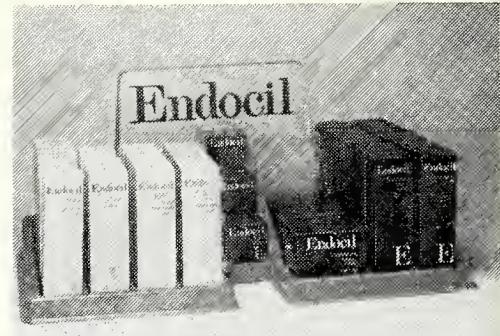
Because of supply difficulties, Pharmax Ltd, say that they are temporarily out of stock of Megaclor capsules. Further notification will be made immediately stocks are available.

Anaflex cream change

The 20g Anaflex cream has been discontinued and replaced with a 50g size (£1.20 trade) by Geistlich & Sons Ltd, Newton Bank, Long Lane, (A41), Chester.

Endocil campaign

Chefar Proprietaries Ltd, Crown House, London Road, Morden, Surrey, is planning to consolidate the position of the Endocil range in the skin care market this year. An advertising campaign running to the end of the year will feature advertisements with the theme, "Your skin is only 3 weeks old" in *Woman's Realm, She, Good Housekeeping, Family Circle, Woman & Home, Woman's Journal, Vogue* and *Woman's World*. This message will be carried



through to the point of sale material available. Two parcels are being offered to the trade containing 31 and 54 items respectively, which not only give discounts but also allow for a price promotion on the most popular line, the 30g moisturising beauty cream. Consumer promotions are also planned for the Autumn ensuring, the company hopes, "that Endocil will keep up its own appearance, to ultimately help the appearances of others".

One Cal's racing hopes

RHM Foods Ltd, 10 Victoria Road, London NW10 6NU, are entering the racing stakes with a two year old horse called One Cal. The horse, an Irish filly, was bought from Patrick Haslam, who will be training the horse to race throughout the summer flat race season. Commented Mr Haslam, "Her blood line and performance so far in training makes her a good each way bet in her second or third race".

Kleenex moneymaker promotion

A total of £30,000 is to be given away by Kimberly-Clark Ltd, Larkfield, Maidstone, Kent, in two pack promotions running concurrently throughout the summer on Kleenex for men tissues. The main promotion offers users the chance to participate in a total cash share out of £25,000 to be distributed in November as well as two opportunities to enter a £5,000 "spot the cash" competition. Each pack will have a "moneymaker bond" on the back and to qualify for each share in the shareout two bonds must be sent in. The closing date is October 31. The "spot the cash" competition shows six unequal columns of pound notes and invites entrants to guess the value of the total number illustrated.

On TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grierson; E—Eireann; Cl—Channel Island.

Anadin: All areas

Complan: Lc, So, A, Y, NE

Elastoplast: All except E

Head & Shoulders: Ln, M, So, We, Cl

Herbal Sensation: WW, We

Mum Rollette: All except E

Norsca: Y

Optrex: A

Optone: Lc

Sudocrem: Lc

Vitarich: Lc

Complete the picture with Femfresh.



Femfresh is firmly established as the leading intimate deodorant, way ahead of any other brand.

And with good reason. Only Femfresh has all these fragrances: Primrose

Fleur

Sophistique

Herbe

in 60g or 120g sprays, plus handy pack of 12 or 20 sachets.

Femfresh will be as much in demand as ever this year and the busiest consumer off-take period is just around the corner. Now is the time to make sure stocks are high. And look out for some exciting consumer offers as the season gets into full swing.

Don't miss out on these important profit-makers. In the deodorant market, you need the complete picture.

You need Femfresh.

Femfresh

PHILIPS REPORT



PHILIPS

**Our big new press campaign
will tell your customers all they want
to know about Philips Sun Lamps.**

The Philips Ultraphil
HP 3115.

We've researched the
product. We've researched
the advertising.

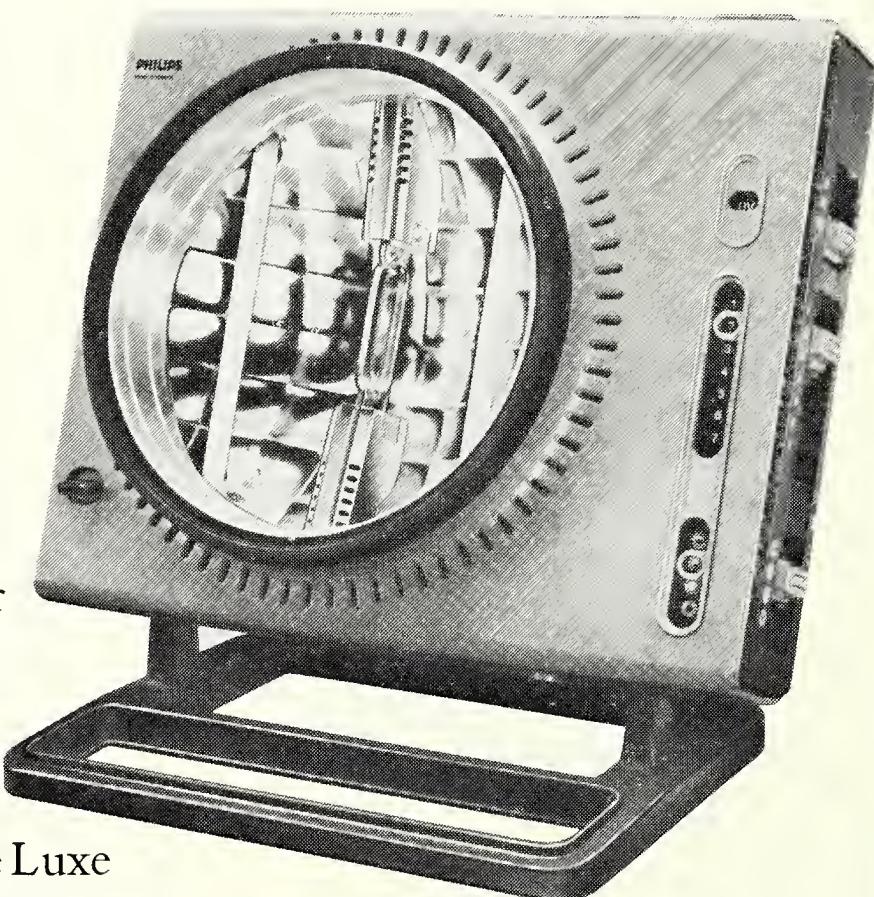
And we discovered your
customers want all the facts
about safety.

That's why we say in
our new Press campaign
for the Philips Ultraphil De Luxe
"it's the only sun lamp bright
enough to switch itself off."

That's the unique feature of
the Ultraphil HP 3115 an
electronic cut out which makes it
one of the safest on the market.

And the Ultraphil is also one of
the most effective, giving the
whole family an even natural tan.

The story breaks in the

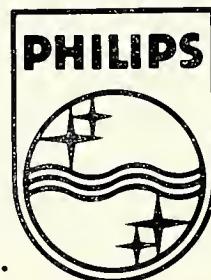


Observer Magazine, Sunday
Times Magazine, Punch, Radio
Times and the Sunday Telegraph
Magazine.

The campaign starts in June
and runs through to
October.

Be ready. Order
your stocks now.

Simply years ahead.



Beauty Business

A C&D SPECIAL SECTION FOR THE PHARMACY ASSISTANT

Perfume notes

How often have you been stopped in mid-moment by a smell which reminds you of something you'd thought forgotten? It could be a memory of a place, or a person, or just of a particular feeling.

Smell is probably the most evocative of all the senses. It has been used for thousands of years as a means of communication—animals emit danger signs and come-hither signals with smells, and human beings have always used smells to good effect too. Perfume was used in religious rites for many years and Cleopatra used it lavishly as a means of seduction. Queen Elizabeth I, who is supposed to have had an acute "nose" wore perfumed gloves to protect her olfactory senses from the more brutal assaults of the time, and Napoleon is purported to have doused himself liberally before going into battle (with Wellington, that is).

During man's many years of evolution from the primitive to his present "civilised" state his "nose" has gradually become less sensitive, but smell still has an incredible ability to re-awaken memories and French women in particular have always been well aware of the evocative power of perfume.

Re-discovery

Today many British women are rediscovering the joys of fragrance. Gone are the days when a tiny bottle of something sweet and expensive was presented at Christmas and left on the dressing table to discolour and evaporate until that "special occasion". Now perfumes, eaux de toilette and eaux de Cologne are sprayed or splashed on like an extra layer of clothing; it has become a reflex action for women to splash on a smell before setting out for the day—and really splash as well, not just the tiny dab of the ring finger behind the ear. This trend is demonstrated by the fact that sales of perfumes in the UK have increased steadily in recent years.

This improvement has come about primarily because of the introduction of Charlie and her followers (although it could be argued that the trend started much earlier with the arrival of Estee Lauder's Youth Dew). The American style perfumes, aimed at a very specific mar-

ket and heavily promoted into that market using American selling techniques, did a lot to teach women that the application of perfume should be as automatic as brushing her hair. Charlie was followed by many other "youth" oriented fragrances, some of which have lasted while others have sunk without trace. The market has definitely benefited from this sort of movement which has done a lot to re-awaken interest and has brought in its wake a youth and vitality which, like the products themselves, is very refreshing.

The French houses

Far from being dismayed by this sudden influx of "upstarts", the traditionally more sedate French perfume houses are very happy with what they can see happening. Talking to some of their representatives C&D frequently heard the analogy drawn between this movement and that which took place in the wine market.

For many years wine was a product which the majority of British people drank only on special occasions. Holidays abroad gave them the taste for more

frequent imbibing of the juice of the grape and so they started to buy it when at home—but in order that the "culture shock" should be less severe, the price of the wine was kept down, very often at the expense of quality. For a number of years therefore the British market was flooded with Bathtub Red and the British wine drinkers poured gallons of it down their unsuspecting throats. But having made wine drinking a way of life, people then began to educate their palates and demanded better wines—even if more expensive, they wanted classic wines.

And so it will be with perfumes, says Mr Jean-Claude Mammy of Hermès. The American style perfumes will not stand the test of time, he feels, and the classics, like Caleche, which tend to be based more on natural products than the synthetic newcomers, will be sought after by women who have acquired the taste, learned to use the more blatant, but will eventually demand subtler fragrances.

One aspect which Mr Mammy stresses is that women should not regard eau de toilette as a replacement for perfume. It should be used in conjunction with, rather than instead of, perfume, perhaps as a freshener after a busy morning, before the perfume is re-applied later in the day. He is very happy with the increasing number of chemists who have recognised the steady sales assured by having a French perfume counter.

Continued on p856



Courtesy of Jovan

Perfume notes: Continued from p855

The fragrance wardrobe

Featured on many French perfume counters is the range of products from Rochas. Their oldest and probably best loved fragrance, *Femme*, was launched in Paris in 1944 as a limited edition exclusive to only the very smartest Parisienne women. The following year it was made available to a much wider public and quickly established itself as one of the world's great classic perfumes. The latest addition to the range, launched in 1972, is *Audace*—a young perfume described as "totally contemporary and dynamic".

The name of Chanel has been associated with elegance in fashion and distinction in perfumes for many years. It was Coco Chanel who put women into little black dress, into pearls, polo necks, trench coats, trousers, into No 5 and more recently into No 19. No 5 was the first Chanel perfume, and in its classically simple packaging it immediately appealed to women who were tiring of the heavy "boudoir" scents in fancy bottles. In 1971 Chanel added No 19 to the range, a perfume which is said to have a sparkle and zest all its own, to be "as scintillating as a summer morning in Provence". It was Mademoiselle Chanel's belief that, "no woman is complete without perfume", and that "perfume should be sprayed on wherever you expect to be kissed". Chanel also saw the similarity to the wine trend and feel that they too will undoubtedly benefit from the fact that in general women today are more perfume conscious than they were.

Newcomers

Let us now look at some of the perfumes which have erupted onto the counters in recent years and brought about the increased interest in perfumes in general. The first of the young and liberated boom was, of course, Revlon's

Charlie. Launched in 1973 it has become one of the top selling fragrances in the world. The company says that it outsells its nearest competitor by two to one, and apparently sales are still picking up. It was probably the very idea of the fragrance which so caught the public's imagination at first, but its continued success proves that the fragrance itself is a winner.

Max Factor

Blasé was launched in 1975 and has quietly been establishing itself ever since then. Max Factor feel that because it came out before the enormous fragrance explosion it had a chance to take a nice slice of the market and say now that it is still holding its own very nicely thank you.

At the moment Max Factor are busy "taking the raps off *Rapport*" their latest fragrance. Launched in May it went on sale on June 1 with a backing of half a million pounds worth of advertising and promotions. With *Rapport* Factor say that they are aiming at a different sort of girl in an attempt to get away from the "liberated tomboy career girl who has made it to the top alone". Max Factor see the *Rapport* girl as "vital, confident, well organised, with a good job and a man in her life—not necessarily a big romance but it's fun and it's full and it's got *Rapport*". Managing director Peter van Oss commented: "Our research shows that the concept of *Rapport* is right on target for a new untapped growth area—today's young woman with her frankly feminine aspirations". A national television campaign breaks on July 4, joining the radio and Press advertising already running.

Yardley, too, have decided to change the theme of their perfume rationale. They launched *Laughter* with just that theme in mind—the young carefree girl laughing

with her perfume. Whereas *Laughter* is seen as a fashion-related perfume, *Chique* is seen as a classic and its advertising pictures a very "chic" lady wearing it. But due in the shops at the beginning of July is their latest fragrance *Je Suis*, packaged more classically in "precious" bottles, a beautiful and classic fragrance.

The company told C&D that *Je Suis* has had one of the most successful sell-ins ever, totalling in excess of £1m. The sprays are expected to prove the most popular selling line, but a good reception is expected for all other items too, especially during the Christmas period.

Rubinstein's *Blazer*, by Anne Klein, is another new perfume which aims to combine the young and sporty appeal with a classic fragrance. It symbolises the alliance of a cosmetic company with a fashion house. Anne Klein is well known in America for her tailored sportswear, particularly her blazers. The fragrance is described as "sporty, jaunty, casual and fresh".

Talking to the gentleman who handles Coty's perfumes, he had the following points to make about the market. He felt it was true to say that there had been a dynamic growth, and there is a tendency now for a woman to have upwards of four or five perfumes on her dressing table—something the Americans refer to as a "fragrance wardrobe". Instead of sticking to one particular perfume which becomes her signature as she wafts through a room on its distinctive smell, the woman of today is experimenting more. Rather than make a repeat purchase immediately she tends to try a new one instead, seduced probably by the advertising of the latest addition to the growing market.

Coty's *L'Aimant* is now about fifty years old. It has a fantastic durability and is apparently referred to as the backbone of the company, in that it accounts for a third of the total annual turnover. The Christmas gifts of *L'Aimant* are predicted to be something special this year too. *Complice* is one of the classic perfumes which conforms to the geographical trend observed by the company and does particularly well in the London and South-east areas. Whereas new perfumes have been found to do better for repeat purchases in the areas further north, classic fragrances sell consistently better in the south. *Smitty*, the company's latest addition (the one which did it!) is described as very healthy indeed.

Shuñi

Goya International, a famous name for creating new perfume trends, have done just that with a new perfume which will be generally available shortly. *Shuñi*, they say, is the perfume "created for every girl or woman to wear with her ethnic-look clothes". But they add that the warm seductive fragrance will outlast the fashion and create a new trend in "totally feminine perfumes". The company also feels that the image of the butch tough girl is fading and that the trend is "going back to nature".

Shuñi, a perfume for the late 70's is a blend of floral, woody and leather notes and is a fragrance for Woman.



Shuñi—the new range of perfume from Goya International with a "back-to-nature" feel



The distinctive bottle shapes were inspired by ancient Red Indian water carriers with beaded thongs to adorn them and feather-decorated cartons.

Couturiers

Lancome is a house with a number of perfumes in its stable—Sikkim, an exotic spicy fragrance, Magie, a sophisticated "pretty" classic, Climat, modern and vibrant, O de Lancome and Fidji (by Guy Laroche and inspired by the tropical islands of Fiji). The latest addition is Vu by Ted Lapidus, described as the cult couturier of the 1970's. Vu is said to be for the woman of today, vital, warm and self-assured. The renewed trend for couturiers to develop their own scent seems to be on the increase and Karl Lagerfeld introduced Cloe saying, "a woman does not put on my fragrance, she enters it".

Yves St Laurent, of course, has a number of perfumes. Rive Gauche in the distinctive blue, black and silver tubes is "young and alive", containing all the flair YSL brings to everything he designs. "Y", however, is his version of the classic perfume—it is green, sophisticated and very light.

Essence Rare

Houbigant are another company long respected in this field for their beautiful perfumes, such as Quelques Fleurs launched in 1912, and Chantilly in 1942. In 1977 they have confirmed their reputation for classic fragrances by introducing Essence Rare to Britain, a perfume whose theme "starts softly and never seems to end". Commented managing director Keith Williams: "This beautiful product, beautifully packaged will make every woman feel a little more beautiful. We believe that Essence Rare is highly elegant and yet highly commercial". This produce will not be available for sale until September.

A company who make no bones about the fact that they are in the business of endowing sex appeal on women are Jovan. They have already made bottled Sex Appeal available to men and now they are launching Sex Appeal for women. It is described as "primitive and

pulsating" and because the company believes that once a woman tries it she is likely to want all she can get, they are making several versions available—a perfume, bottle and purse size, a Cologne spray mist and atomiser. The copy line for this new perfume is "Someone you know needs it and everyone you know wants it". Sex Appeal, they say, now comes bottled for everyone!

The number of new additions to this market seems almost limitless, and they join an already exciting company. Too many to mention them all here—there's the springtime floral perfume of Fleurs Fraîches from Worth, the "deceptively delightful Cachet from Prince Matchabelli (said to smell different on different women), and the company's young and romantic fragrance, the beautifully named, Wind Song. Ritz perfume by Charles of the Ritz sending out "sensual exciting messages . . . with wild abandon" and the Parfum 1 from Gucci—a truly exclusive perfume. Lentheric's well established Tweed and newest Tramp; Fabergé's yellowest Kiku and most fabulous Babe—they are all there on the shelves and all offering themselves as all things to all women. They are all the very essence of true woman—the woman of today, "you".

It is precisely because of all the Press comment excited by the unprecedented activity in this market that your customers are becoming better educated about perfume. When buying a new perfume they might very well require some advice, but will probably not be impressed by high-pressure selling.

Fireworks

The Comité Français du Parfum has produced a booklet for the salesgirls in their specialist perfume shops explaining the history of perfume, "whose origins are lost in the mists of time"—how for example, perfume is "composed" by someone called a "nose" (although they feel that this is not a good name because just as a painter is more than an "eye" and a musician more than an "ear", the creator of a perfume uses his imagination and olfactory memory). A perfume, they say, should develop like a firework with what is called the topnote introducing the fragrance and continuing the initial "lift", the body which is the

heart of the fragrance, and the base notes or foundation which gives the perfume its lasting quality.

Photograph

The Comité suggests that when a customer approaches, you should "photograph" her, make a mental image of what she's like and the way she's dressed to help you determine what sort of perfume she'd like. Select only two or three—her nose won't be able to distinguish between any more scents at once. Let her try the perfume rather than the eau de toilette, if she finds it too heavy you can always come down again. It's best, they say, to spray the perfume onto the wrist, but don't spray to close and advise the customer not to smell too closely either. Don't shake the bottle, handle it with respect and excite the customer's imagination with your description of the contents; use the language of perfume—after all expensive ingredients and much care have gone into the making of that perfume; it deserves the same consideration when being sold. Counsel her that perfume is a "living" thing and should be protected by being kept in a dark, cool place, and finally that the stopper should always be replaced after use.

Stop press . . .

The latest news is that another new perfume will be appearing on the scene very shortly from Prince Matchabelli. Called Aviance it is described as having a "subtle, romantic fragrance that promises to trigger a woman's 'other' nature". The company tell us that their research indicated that most women now prefer a classic feminine type of fragrance rather than strident, frankly liberated perfumes (exactly the same conclusions, of course, that we have just come to) and so they are aiming Aviance at youngish married housewives. The television advertising that will be backing it in September, a campaign apparently devised by an all woman team, is designed to suggest that Aviance will be for those "special" moments of a woman's day when she wishes to transform herself from a wife and mother to a lover. Aviance will be available at prices from £1.50 to £7.00.



Yardley's latest addition, Je Suis is described as "a very singular fragrance . . . for a very special girl"



You'll find Wella is in all the right places.

Yes, *all* the right places. All the right women's magazines. And all the right High Street shops. You *still* won't find Wella in grocer's shops, of any size. Our advertising and promotion budgets are at an all-time high

reflecting our confidence in the future. Ours, and yours. All our advertising stresses the very real value for money that Wella products represent. And that's the story that will sell today. Be ready.

 **WELLA** we know about hair



From Wella, the hair colour you
can use at home...
with confidence

Toiletries for men —

twenty years on

Shulton (Great Britain) Ltd celebrate their 20th birthday this year. C&D talked to the company's chairman and managing director, Mr Geoffrey Sladden and asked about the changes he had seen in those twenty years.

It seems that basically the trends which were forecast by Shulton in those days have become truths today. The company started operations in May 1957 and Mr Sladden spent the first month working from the dining room of his secretary's house. He and his staff of four then moved to a small office in Piccadilly and by the end of the year they had reached the dizzy heights of having two salesmen on their staff.

The thing that many people forget is that there literally was no market for men's toiletries in the mid 1950s. In fact not only was there no market there was no real evidence of a demand for one either. Research did show, however, that men might be interested in better quality shaving products—but they were very wary of anything in the "smells" line. Women on the other hand evinced great interest in having their men better groomed and in having them smell sweeter. They particularly wanted to rid men of the smell of stale tobacco and perspiration.

Worth a gamble

So weighing all these facts in the balance Shulton decided to ignore the "don't touch" advice and go ahead with their revolutionary products for men. They also felt that this negativism might actually work in their favour; they were certainly presented with the perfect opportunity to "get in first", and grasped it with both hands. Nine Old Spice products were launched including an after shave, talc, shaving lather, mug and brush, hair tonic and the first-ever men's deodorant which was then in a rather "squiggy" tube.

The launch took place just before Christmas and in that year of 1957, 739 retailers took the plunge with Shulton. Displaying great foresight they recognised the quality of the products being offered and decided that since Christmas was coming it was worth a gamble. In that first year the company also established their "partnership of enterprise" with the retailers, an agreement that remains valid today. Shulton asked their customers to carry their full range and to maintain stocks throughout the year (although at that time they were not even sure if there would be a year-round business) and in return the company promised to build up a men's toiletry business and maintain profits.

In that first year, too, £4,000 was spent



Mr Geoffrey S. Sladden, chairman and managing director of Shulton (GB) Ltd

on advertising the products in magazines like *Punch*. But in order to build up a men's toiletries market what Shulton really needed—and indeed received—was the co-operation of the women of Britain (as well as that of the 739 key retailers of course). Mr Sladden pays great tribute to women and admits that indeed it was the women who built up the market. In the beginning it was the women who bought their men these products and presented them as gifts. And it was those women who started the ball rolling in a market which today has reached the £40m a year level.

For at least the first five years Shulton aimed their appeal at women to "get their man" and it was a highly successful bid. Men may have had a latent desire to look better, but it was their women who really wanted to smarten the men up. Twenty years later men's toiletries have become a natural habit and, Mr Sladden points out, it is interesting to note that the product which in the beginning was the only product, is still the market leader.

Unmistakable

Old Spice itself is still exactly the same, it is a classic fragrance now in the perfume world. While admitting that it has from time to time slipped down to second place in the market leadership stakes Mr Sladden feels that it has always fought back successfully because of its unmistakable quality and because the company back it with heavy advertising. Next Christmas they are spending £800,000 on television advertising alone!

Mr Sladden felt that it would be wrong to talk of "changes" in this market be-

cause the trends which made themselves apparent twenty years ago, remain true today and will probably remain so in the future. What he feels will happen however is that the lower-priced products in the market will gradually disappear and increasing importance will be gained in the higher price area.

Shulton have of course had their competitors; they have seen well over 150 brands come, and seen many go again. Looking into the reasons why so many failed Mr Sladden feels that many scents were too "way out" for the timing of their entrance to the market; in many cases the packaging was indifferent and in others the manufacturers had got the "psychology" wrong, neither men nor their womenfolk want cheap grooming products.

Grooming, Mr Sladden explains, is about feeling better and having more self confidence, so people need to know that they are buying a good product at a good price. This is especially true in these days of tightening purses. People are switching back to the classics because if they're going to spend money at all they need to know that whatever they buy will not be a waste of money—they feel they might as well spend the little bit extra that is necessary for that assurance.

Fragrance factor

What the company does believe will happen is that because men are less afraid of smelling nice now they will learn what Mr Sladden describes as the "straight fun" of products like a body splash; they will accept that eau de toilette is not "cissy" but a natural way of keeping a fragrance on the body. Fragrance will become a more important factor and consequently the pattern of competition will change.

The entrance fee into this market is very high indeed and the cost of manufacturing abroad is also high, so there will probably be fewer half hearted entrants. However, there will probably be more determined competition from the larger manufacturers, an increasing level of advertising and consequently a lot of activity in the market—particularly in the higher priced end with a bias toward better fragrances.

Here Mr Sladden pointed out to C&D that one of his company's biggest competitors is Avon, who continue to take a big slice out of the total market without contributing at all to the retail trade on which Shulton themselves depend entirely. This led him on to another important movement in the market which he could see taking place in the next few years. He feels that manufacturers must

learn more about the problems of retailers and arrange their activities so as to be in a position to offer as much help as possible. Sales representatives will be the ones who need to become more aware of these problems. Shulton are already trying to do something in this regard by sinking so much money into their Christmas advertising schedule. Not only does advertising whet the customer's appetite, it also provides enough information to make self-selection easy—provided of course that the products are clearly displayed in the shop. The company has found that the public are very happy with self-selection and has also decided to offer "energetic" year-round promotions to bring excitement into the shops, to stimulate the imagination of the public and to move promotional products off the shelves and into cash as quickly as possible.

Hot spots

One thing Mr Sladden would like to see however (and he hoped he wasn't being presumptuous in asking for it) was retailers making better use of the "hot" selling spots in their shops. He feels that if promotional products are judiciously displayed everybody can benefit.

Another of Mr Sladden's predictions is that because fragrance has become such an important part of men's toiletries, more "sampling" will be necessary. An important trend today is that men gain their impression of value-for-money by the initial "lift off" from the fragrance tester, and these testers will become increasingly important as more expensive products enter the market bringing improved fragrances in their wake. Small sellers are uneconomic for manufacturers and retailers alike so that ranges will be "rationalised"; they will become smaller and be centred more around the fragrance itself.

Old Spice stays up there with the winners, according to Mr Sladden, because it is a fragrance to which men keep returning. It made its mark originally because the packaging was totally original in concept but it is the fragrance, he feels, that maintains leadership. Old Spice is used right across the spectrum of incomes and occupations and even men who now have four or five fragrances in their bathroom cabinet keep coming back to Old Spice. An interesting phenomenon too, is that the young men of today who weren't even born when this market began are finding that this, the original product, is just as appealing to them and to their womenfolk as it was to their fathers' which is very unusual but, added Mr Sladden smiling gently, "Old Spice is unique".

Blue Stratos

The company will also be putting a lot of money behind their other range, Blue Stratos. It is looking good they say and should be looking even better when its new commercial comes out later in the year, pushing Blue Stratos as a scent which is, "young in heart and fun, it has an ageless appeal to youthfulness, very much in keeping with today's young lifestyle".

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Bath scents & nonsense

Information about the latest fun soap which arrived at C&D recently just about sums up the changing attitude of people in Britain to taking a bath. Called the Supermike it is described as an "omnidirectional, hardmilled precision designed soap microphone"—the soap on a rope for singing in the shower! (Just as well they said it was a soap microphone!) While admitting that people have been singing in the bath for years, this latest addition to bathtime operatics seems to confirm a view expressed in a recent edition of a marketing journal called *Retail Business*. Looking at the marketing and distribution of bath additives in the UK they concluded that "if recent trends continue, the last thing you will be expected to do in the bath is to wash".

Products available which add a little something to bathtime funtime come in the guise of cubes, crystals, oils, liquids, shower gels, splash Colognes for men ("more like in-bath after shaves") and problem solvers like the children's bubble baths that clean the kids as they play in the bath. A definite trend over the past few years has been the increase in the liquids sector.

Commenting on this movement, Tony Pooke, marketing manager of Nicholas Laboratories says: "This (sector) now accounts for some 42 per cent of the volume sold and 72 per cent sterling. Equally there have been interesting trends in product innovations . . . One of our products, Matey, was designed specifically for the children's market, while Showerfresh is aimed, as the name suggests, at the shower user. Both these

products have been successful and we see further growth in their sectors of the market".

We had wanted to write this article on the theme of "Showerpower" but Nicholas are really the only company to have launched a major product aimed specifically at shower users, their innovative Showerfresh. By autumn 1976 this product had achieved a 2·1 per cent sterling brand share. Perhaps if we have another summer like the last, and more people latch on to the idea of taking showers, we will see further successful products in this field. The report in *Retail Business* concluded that while Nicholas products might not have the "glamour and panache" of, say Aquasil or Us, they have maintained the position of market leaders by concentrating on the general users rather than the more fickle fashion followers.

Beecham products

Beecham have a number of products in this market—Midas, Fynnon and Badedas. The company took over the marketing and distribution of Badedas at the beginning of the year and it currently produces 9 per cent of all bath additives sales through chemists. The company says it "is securely positioned among the luxury premium brands at the top of the market". Badedas is being supported in 1977 by heavyweight women's Press advertising running throughout the year in such magazines

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Courtesy of Elida Gibbs

Bath scents & nonsense

Continued from p861

as *Cosmopolitan*, *Vogue*, *Ideal Home*, and *Good Housekeeping*. The theme of the advertisements continues along the "Things happen . . ." theme—a theme which was queried when it first broke by *Advertising Management* which asked whether it was meant to be seen as "sordid innuendo or advertising breakthrough". Peter Marsh, one of those who devised the campaign, replied that "our aim was to break out of the tub and get the hell out of the bathroom . . ."

Market re-shaped

Beecham went on to say that in their view some interesting and topical changes were taking place in other areas of the additive market spectrum. Comparatively recently, these products were classified into three well-defined groups—the economically-priced product (mainly salts), the medium-priced liquids and the luxury premium sector. In an increasingly severe economic climate, this market is being drastically re-shaped. While luxury purchases have been virtually unaffected by budgetary constraints, the products in the mass-market volume sector have come under growing pressure "as purchasing decisions have been increasingly rationalised". Products have tended to hold their price levels, and discounts have been aggressive. A direct consequence of this has been the merging of the lower-priced and medium-priced sectors, with consumer choice depending more and more on price coupled with product performance. Beecham's product Fynnon bath is continuing its discounting policy with a June promotion. From June 20 to July 29 both variants of the salts will be available in pre-priced packs at £0.20 for the standard size and £0.30 for the large one. At the same time both variants of Fynnon liquid will be available in 20 per cent "added value" bottles. Beecham contend that Fynnon liquid, which has recently been relaunched in apothecary-style jars, provides an ideal stepping stone for habitual salts users (!) who are making their first experiment with bath liquids.

Midas, the newer Beecham brand, has also "consolidated a strong and growing position". However, marketing manager Gavin Bell sees the company's acquisition of Badedas as a major event, and one which will be particularly beneficial to chemists. "We have already updated the Badedas cartons, keeping the best elements of the original packs, while strengthening shelf standout. Our major contribution will, however, be in sales force support. This means that for the first time chemists will be able to profit from Beecham expertise in the areas of Badedas stock allocation, pro-



Supermike (£0.99) is available from Fassett & Johnson Ltd, Dawson Road, Bletchley, Milton Keynes MK1 1JT and is described as an incredibly clean sound microphone—the soap on the rope for singing in the shower

motion and display. . . . Things will certainly be happening . . . and chemists will certainly be experiencing an increased Beecham commitment to building joint profitability in the bath additive market", concluded Mr Bell.

Among the many other products which appear on the bath additives shelves are the Elida Gibbs products—Pears, to which a lemon blossom variant has just been added, and the Three Wishes range which has just been completely re-launched in new packaging and with new formulations (*C&D*, May 28, p750). Cussons launched their Imperial Leather foam last year and are backing it with

advertising set in the court of the Tsars. Fenjal from Scott & Bowne, which has an associated soap and is very much female oriented, has just about found its level of volume share at around 0.7. Aquasil was passed from Ciba-Geigy's toiletry range to Schwarzkopf and has recently been backed by some interesting promotions (*C&D*, May 7, p630). Johnson's Wax Us range has grown from its original deodorant to encompass a number of related products including three foam baths. It aims for brand recognition with the advertising theme, "You're OK with Us" and with the distinctively shaped packs.

The *Retail Business* report believes that there will be more shower products becoming available and also more products with a specifically male appeal, like Fabergé's Brut 33 foam bath. And Fabergé are currently launching some new "fun" soaps to join their already famous Hugo the Hippo; they are a loveable alligator (with whom you are invited to "bath dangerously!"), a magnificent yacht called Brutannia which, the manufacturers say, actually does float, and finally a soap which they believe every woman will want to give her man—a ball and chain!

The story of the bath seems to have come full circle, according to an article in a German manufacturer's house magazine for people in the perfume, cosmetic and toilet goods industries, the *Dragoco Report*. Bathing has moved from a sensual luxurious ritual as in Greek and Roman times when it was often a prelude to, or even involved, sexual encounters; to no bathing at all in the Middle Ages when it was frowned on as being sinful; to bathing only at certain times and then only for the purpose of cleansing as in the Puritanical America of the 1800's; to daily bathing for health and hygiene, and back again to today's emphasis on the luxurious bath as a relaxing, soothing, sexually enhancing ritual—but please don't forget to wash behind your ears!

Hair apparent or not?

There seem to be more ways of getting rid of unwanted hair than there are of de-furring the proverbial feline. And today the question of whether to shave at all is often moot. As a not so famous bard once wrote: To shave or not to shave, that is the question. Whether 'tis nobler under the arms, to suffer the stings and nicks of outrageous fuzz. Or to take razors against a mass of hairs, and by shaving, end them!

Shaving, or depilation in general, has gone through a number of changes in recent years. At one time mum and older sister would guiltily pinch dad's razor and scrape away every month or so, often cutting themselves in the process, blunting the razor and leaving a bristly layer of fuzz. Then when more people started going abroad and baring their charms on the beaches British women discovered that continental ladies didn't do it! And that, taken at a time of rampant bra burn-

ing, caused many ladies to go "natural" and leave hair to grow as it would.

As with every other fashion fad, this trend soon reversed itself and once again women became interested in the mechanics of depilation. A number of methods are available to them today including the more sophisticated ladies' electric razors like those available from Philips. You can expect an increased demand for the Ladyshave in the London, Southern, South West, Lancashire, Wales and West, Anglia, Ulster and Border television areas in the pre-Christmas period thanks to a boost of television advertising at that time. The Philips Beauty Set will be seen in the Scottish, Grampian and Midland television areas during the same period. Philips say that they see the shaving trend moving more towards women appreciating the usefulness of "having a shave" instead of using creams.

Continued on p864

Bartex-Now On The Buses



**Bartex
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the country!**

Also at:- Folkestone, Bideford,
Dartmouth, Taunton, Truro,
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Bartex Sunglass advertisements can once again be seen—
BY HUNDREDS OF YOUR CUSTOMERS EVERY DAY FOR OVER THREE MONTHS—opportunities to view run into millions!

Not just a flash on TV or commercial radio—Not just a static poster—but enormous, colourful advertisements constantly on the move to your customers.

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NOW!!**

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Hair apparent

Continued from p862

This apparently is a debatable point. LR/Sanitas, who market a range of depilatories, say that their research has shown that the demand for their products has remained constant and shows no signs of declining. "To many people," they say, "depilatories is still an old-fashioned word, but sales have been steadily maintained by a high proportion of young women who with their high spending power keep up a continuous demand". Although these products are year round sellers there are noticeable sales peaks, especially in the summer, coinciding of course with the bikini season. The range from LR/Sanitas includes Buto, which is a cream depilatory with an added skin conditioner, suitable for use on the face, legs and underarms whereas their other product Coolwax is recommended only for use on the legs. Waxaway, the third in the trio of products is particularly recommended by beauty salons and professional beauticians, says the company, and is suitable for the removal of facial hair.

The company tell us that creams and depilatories have a "lion's share" of the total depilatories market which they estimate is worth around £1½-2m. Creams are apparently the strongest seller amongst the young first-time user in the 16-20 age group. Waxes hold a 5 per cent share of the market and are thought to appeal more to the older woman who is prepared to use a more permanent way of removing hair. Waxes remove the hair from under the skin, weakening the roots so the hairs grow back at a slower rate.

International Chemical Co have recently introduced two economy size packs of Immac, probably the brand leader in this market, and they have also introduced the fresh lemon fragrance into the cream. Both the regular and lemon creams are featured in a television commercial which will be screened during the summer months, and Press advertising will be used too, featuring half pages in major teenage and young women's magazines throughout the year.

Reckitts feel that their best selling point for Veeto is the way in which it smoothes and moisturises the skin as well as removing unwanted hair. Women



Courtesy of Reckitt Products

are offered a choice of Veeto products—a cream lotion or a mousse—but each product, says the company, contains the same sweet-smelling lanolin-enriched formula. All three have an "accelerator" ingredient which makes them extra fast working.

Nair is another product which smells of lemons. Carter Wallace reformulated it back in March, added the lemon fragrance and repackaged for the 1977 season. The Nair advertising in women's magazines features a line-up of "Top of the Pops" dancers.

These and many other products are available for women to use today to rid themselves of unwanted hair—a practice which is certain to remain for a variety of reasons. And it is lucky that these simple, effective and clean methods are being manufactured now and that we don't have to resort to some of the weird and wonderful recipes found in a book of "granny lore". These recommended that ladies wishing to get rid of extra hair should do such things as combing a solution of common soda through the hairs on the upper lips, promising that this would wither them! Or to apply a strong solution of potash, or even to apply some "peroxide of hydrogen or petrol jelly and then rub gently at night with a piece of pumice stone". Presumably some of these were effective only when the moon was full and the nightingale singing in Berkeley Square!

Toiletries for men: the future

Continued from p861

Of the future Mr Sladden had this to say: "We of Shulton believe in staying with what we know we can do well". They have, he feels, the know-how to succeed in both the men's and women's fragrance markets, but, he said, they weren't very good at other things. They had tried and failed with gimmicks and so in the future intended to concentrate on the fragrance market.

Women, he said, continue to be the seat of power, for while it took men about five years to start buying the products themselves, and in those days it was made easy for them because the company stuck to grooming products, men still rely on women to present them with gift sets at Christmas or on birthdays. And anyway a man won't be wearing a fragrance long if his lady doesn't like it! It is also interesting to remember that women were the prime movers in the men's deodorant business. Mr Sladden remembered being a little worried about putting the stick deodorant in a gift set but his fears were groundless as women pounced on it, regarding it as an ideal way of giving their men a broad hint!

Although buying pattern have stayed much the same over the years the number of people buying has increased and it certainly seems that the men's fragrance market, next to that of women's fragrances, is one of the most buoyant in the field.

Water skiing

One of the ways in which Old Spice aim to keep themselves in the public eye is by sponsorship of Britain's water-ski team, a squad who are busy winning more gold medals than almost any other sportspeople in the country. "We enjoy this very much", said Mr Sladden, "sponsorship is all about the warm feeling of joining in other people's success and we are especially proud that the success has been achieved with the help of Old Spice". Britain does not have an ideal climate in which to train champion water skiers and so part of the sponsorship money goes to underwrite the cost of training in California or elsewhere. Another part of it goes into the annual Old Spice Water Ski International at Ruislip Lido which this year was held on June 4 and 5. It is expected that the televised highlights will be on BBC's Grandstand programme shortly, affording many people the chance of seeing the sportsmen and women of one of Britain's fastest growing sports, backed by one of Britain's best known men's toiletry products Old Spice beat the other competitors hollow!



Partums Molinard have just introduced Rafale pour homme. It is refreshingly unusual and in fact will probably appeal to men and women alike. Sage, laurel and oak moss are just some of the ingredients of this range which will be available for sale from September

EX-LAX

The world's largest selling laxative

independent research figures confirm this brand's continuing dominance



During 1977 advertising will be much more than any competitive spending in 1976 and will increase sales yet again!

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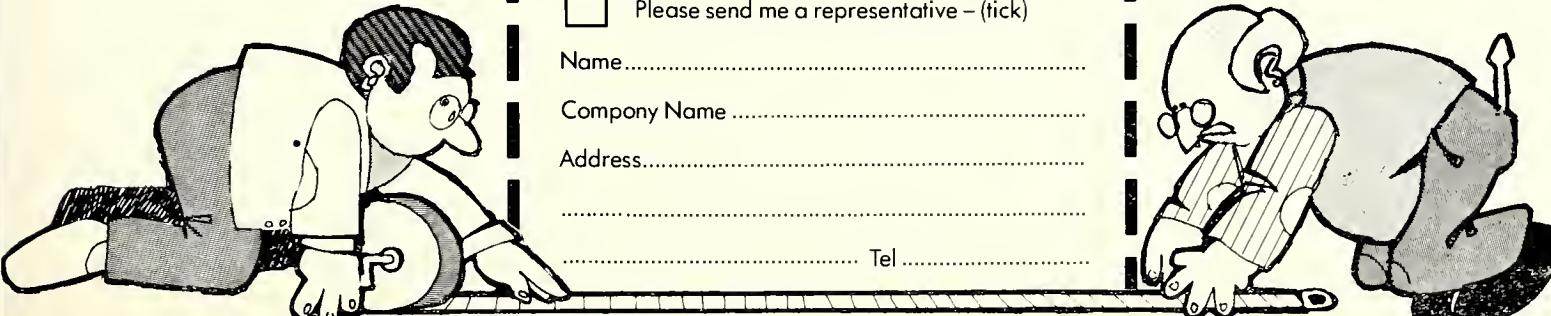
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Misuse of Drugs Act, 1977, Ireland

A review by M. J. Cahill, MPSI, barrister at law, registrar and secretary, Pharmaceutical Society of Ireland

The purpose of the Act is to update and extend existing controls on the manufacture and supply of dangerous drugs and drugs which are being used for non-therapeutic purposes or which have a known potential for such misuse. The Act repeals the Dangerous Drugs Act 1934 but the provisions of that legislation remain in force on a transitional basis pending the introduction of new regulations by the Minister for Health. The impact of the new legislation, therefore, will not become apparent until such regulations are duly promulgated.

Section 1 contains general definitions and interpretative provisions. "Pharmacist" is defined as "a registered pharmaceutical chemist, a registered dispensing chemist and druggist and a registered druggist". This is qualified by Section 5(2) which provides that a registered druggist shall not be entitled to keep open shop for the compounding or dispensing of medical prescriptions. "Practitioner" is defined as "a registered medical practitioner, a registered dentist and a registered veterinary surgeon".

Section 2 defines controlled drug as a substance, product or preparation listed in the Schedule (see below) and provides that the Government may by order declare other substances to be Controlled Drugs for the purposes of the Act or that the provisions of the Act shall cease to apply to a particular substance.

Section 3 makes it an offence for any person to be in possession of a Controlled Drug unless authorised by regulations.

Section 4 provides that the Minister may

authorise persons other than practitioners or pharmacists (who have stated rights) to be in possession of controlled drugs.

Section 5 enables the Minister to make regulations controlling the manufacture, importation, export, supply, distribution and so on of Controlled Drugs and to regulate such matters as the safe custody, labelling, recording and disposal of drugs. The regulations must include provision authorising practitioners and pharmacists to carry out appropriate professional activities in relation to Controlled Drugs. The Minister is empowered to specify in regulations the form in which prescriptions are to be issued and to obtain information relating to prescriptions.

Section 6 authorises the Minister to give a directive prohibiting a practitioner or a pharmacist from engaging in normal professional functions relating to specified Controlled Drugs where the person concerned has been convicted of an offence relating to Controlled Drugs.

Sections 7-12 contain extensive provisions relating to practitioners imputed to have been engaged in irresponsible prescribing. Procedures are specified for investigating the conduct of such prescribers, and the Minister is authorised to give a directive which may be temporary or otherwise prohibiting a practitioner from prescribing, administering or supplying specified Controlled Drugs.

Section 13 enables the Minister in the public interest to restrict the use, etc, of a Controlled Drug to research or other special purposes or to subject the use, etc, of a Controlled Drug to licence.

Section 15 makes it an offence to be in possession of Controlled Drugs for the purpose of unlawfully supplying them to another.

Section 16 makes it an offence to engage in certain activities relating to opium, including smoking and the possession of pipes and utensils for that purpose.

Section 17 makes it an offence to cultivate the cannabis plant or the opium poppy unless authorised by licence.

Section 18 makes it an offence to forge or fraudulently alter a prescription or to be in possession of a forged or fraudulently altered prescription.

Section 19 makes it an offence for owners or occupiers of land, vehicles or vessels to knowingly permit certain unlawful activities relating to Controlled Drugs to take place on such property.

Section 20 deals with certain offences relating to activities outside the State.

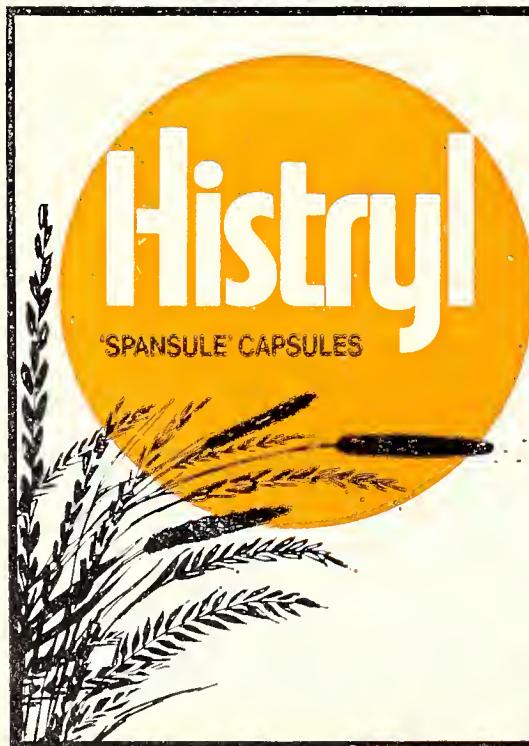
Section 21 sets out miscellaneous offences under the Act, for example, attempts to commit offences, contravention of regulations or terms of a licence, permit or authorisation, giving of false information, obstructing or impeding Gardai.

Section 22 provides that in any proceedings for an offence under the Act the onus of proving any claim by a defendant that he was acting lawfully, whether by virtue of a licence or other authorisation, shall be on that defendant.

Sections 23-26 give authority to the Gardai to search persons, vehicles, vessels or aircraft without warrant, in reasonable circumstances; to inspect stock, records and documents; to arrest suspects without warrant in prescribed circumstances and to enter and search premises under warrant.

Section 27 sets out the penalties for offences under the Act. Penalties range from a maximum fine of £50·00 on summary conviction for a first offence involving the possession of cannabis for personal use, up to a fine of £3,000, or a term of imprisonment not exceeding 14 years, or both, at the discretion of the court, for more serious offences on conviction on indictment.

Continued on p868



Hay fever protection that chemists don't sneeze at

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Steriflex and Dialaflex

As a result of negotiations with the American Hospital Supply (UK) Ltd., The Boots Company will be taking over the manufacture and marketing of Steriflex and Dialaflex in the United Kingdom.

There is now no question of these well established product lines being discontinued. On the contrary, manufacturing facilities are to be expanded.

Orders for Steriflex and Dialaflex will be distributed through wholesalers. Orders for Polyfusor and Difusor should continue to be placed directly with The Boots Company Ltd.



The Boots Company Limited, Nottingham, England. Telephone: 0602 56111

Misuse of Drugs Act, 1977, Ireland

Concluded from p866

Section 28 enables the Courts to arrange, in appropriate cases, for the medical or other treatment of convicted persons as an alternative to a penalty such as imprisonment.

Section 29 provides for defences in relation to offences under the Act.

Section 31 deals with offences by bodies corporate.

Sections 32-34 provide, *inter alia*, that substances declared to be poisons under Section 14 of the Poisons Act, 1961, shall be poisons also for the purposes of the Pharmacy Acts. Certain Sections of the Poisons Act 1961 and the Pharmacy Act

1962 are amended, opening the way for the Minister to introduce comprehensive new poisons regulations.

Section 35 clears up certain anomalies in the Pharmacopoeia Act 1931.

Section 36 confers powers of enforcement and execution on the Pharmaceutical Society of Ireland as well as the Minister and the Health Boards in relation to regulations—Medical Preparations (Control of Sale) Regulations 1966—made under the Health Acts.

Sections 41 and 42 provide for miscellaneous repeals—including the Dangerous Drugs Act 1934—and transitions.

Schedule of Controlled Drugs

1. Acetorphine
Acetylhydrocodeine
Acetylmethadol
Allylprodine
Alphacetylmethadol
Alphameprodine
Alphamethadol
Alphaprodine
Amphetamine
Amylobarbitone
Anileridine
Benzethidine
Benzphetamine
Benzylmorphine (3-benzylmorphine)
Betacetylmethadol
Betameprodine
Betamethadol
Betaprodine
Bezitramide
Bufotenine
Cannabinol, except where contained in cannabis or cannabis resin
Cannabinol derivatives
Cannabis and cannabis resin
Chlorphentermine
Clonitazene
Coca leaf
Cocaine
Codeine
Codoxime
Desomorphine
Dexamphetamine
Dextromoramide
Diamorphine
Diamprodine
Diethylthiambutene
Difenoxin
Dihydrocodeine
Dihydromorphine
Dimenoxadole
Dimepheptanol
Dimethylthiambutene
Dioxaphetyl butyrate
Diphenoxylate
Dipipanone
Drotebanol
Ergonine, and any derivative of ergonine which is convertible to ergonine or to cocaine
- Ethylmethylthiambutene
Ethylmorphine (3-ethylmorphine)
Etonitazene
Etorphine
Etoxeridine
Fentanyl
Furethidine
Hydrocodone
Hydromorphinol
Hydromorphone
Hydroxypethidine
Isomethadone
Ketobemidone
Levomethorphan
Levomoramide
Levophenacylmorphan
Levorphanol
Lysergamide
Lysergide and other N-alkyl derivatives of lysergamide
Mephentermine
Mescaline
Metazocine
Methadone
Methaqualone
Methylamphetamine
Methyldesorophine
Methyldihydromorphine (6-methyldihydromorphine)
Methylphenidate
Metopon
Morpheridine
Morphine
Morphine methobromide, morphine N-oxide and other pentavalent nitrogen morphine derivatives
Myrophine
Nicocodine
Nicodicodine (6-nicotinoyldihydrocodeine)
Nicomorphine
Noracymethadol
Norcodeine
Norlevorphanol
Normethadone
Normorphine
Norpipanone
Opium, whether raw, prepared or medicinal
- Oxycodone
Oxymorphone
Pentobarbitone
Pethidine
Phenadoxone
Phenampromide
Phenazocine
Phendimetrazine
Phenmetrazine
Phenobarbitone
Phenomorphan
Phenoperidine
Pholcodine
Piminodine
Pipradrol
Piritramide
Poppy straw and concentrate of poppy straw
Proheptazine
Properidine
Propiram
Psilocin
Quinalbarbitone
Racemethorphan
Racemoramide
Racemorphan
Thebacon
Thebaine
Trimeperidine
4-Cyano-2-dimethylamino-4,4-diphenylbutane
4-Cyano-1-methyl-4-phenylpiperidine
N,N-Diethyltryptamine
N,N-Dimethyltryptamine
2,5-Dimethoxy- α , 4-dimethylphenethylamine
1-Methyl-4-phenylpiperidine-4-carboxylic acid
2-Methyl-3-morpholino-1, 1-diphenylpropanecarboxylic acid
4-Phenylpiperidine-4-carboxylic acid ethyl ester
- Any stereoisomeric form of a substance or product specified in paragraph 1 not being dextromethorphan or dextrorphan.
- Any ester or ether of a substance or product specified in paragraph 1 or 2.
- Any salt of a substance or product specified in paragraph 1, 2 or 3.
- Any preparation or product containing any proportion of a substance or product specified in paragraph 1, 2, 3 or 4.
- In this Schedule—"cannabinol derivatives" means the following substances, except where contained in cannabis or cannabis resin, namely, tetrahydro derivatives of cannabinol and 3-alkyl homologues of cannabinol or of its tetrahydro derivatives; "coca leaf" means the leaf of any plant of the genus *Erythroxylon* from whose leaves cocaine can be extracted either directly or by chemical transformation; "concentrate of poppy straw" means the material produced when poppy straw has entered into a process for the concentration of its alkaloids; "medicinal opium" means raw opium which has undergone the process necessary to adapt it for medicinal use in accordance with the requirements of the Irish Pharmacopoeia, whether it is in the form of powder or is granulated or is not mixed with neutral substances; "poppy straw" means all parts, except the seeds, of the opium poppy, after mowing; "raw opium" includes powdered or granulated opium but does not include medicinal opium.

Letters

Time to get behind the new leaders

There has been speculation recently upon the future leadership of both the PSNC and the PSGB. The former has changed its leader after no less than eleven years of unremitting effort by Mr Griff David, and the latter after two meteoric years of leadership by Jim Bannerman.

We now have two new leaders. Bob Worby, who is well known for his determination and drive, leads the PSNC at this particularly critical time, and Estelle Leigh,

very well versed and highly experienced in Council matters, leads the PSGB.

Now is the time for the entire profession to unite behind these two worthy leaders and back them to the hilt, and for these same leaders to ensure that their respective organisations co-operate as closely as possible in the furtherance of the legitimate interests of pharmacy.

As a contractor, and chairman of one of the LPCs which Bob Worby has served for many years, my immediate concern is with the negotiations between the PSNC and the DHSS on the question of the profit margin, upon which hinges the viability and survival of general practice pharmacy as we know it. The fight not only to sweep away the proposed £11m cut, but also to obtain a long overdue and desperately needed revision of the profit formula is one which we have simply got to win.

The response of contractors to the draft letter to MPs is vital in this fight. Any contractor who has failed to write to his

MP, or indeed direct to the Minister, has let himself down, as well as the rest of his colleagues, the profession, and the public too. If any member has not yet sent the letter, or better still a personalised version of it, let him do so now—there is still time before the new chairman and his delegation meet the Minister on June 16.

Remember, what is proposed by the DHSS represents a 25 per cent cut in our net profit as compared with 1974—3·9 per cent down to 2·8 per cent. It means that we will be totally unable to replace our stock as inflation continues to take its toll in the coming year. It means bankruptcy for hundreds more hard-working pharmacists and the loss of irreplaceable primary health care support services for the public.

Let our MPs know what we think of this death blow against the community pharmacy. Let our customers know, and the FPC and the CHC and any other organisation with whom we have contacts. And get them to write to the Minister too.

The time for platitudes is over. Now is the time for action—and in the event of no tangible progress being made at the meeting with the Minister, that action may well have to escalate in a manner which would go against the ethical grain of every one of us. Nevertheless, the very existence of a pharmaceutical service, quite apart from our own livelihood, clearly depends upon adequate and appropriate recognition of the costs of providing that service.

B. Shooter
Hainault, Essex

Success. Unqualified success.

Deep Cleansing Tonic sales have gone through the roof; so much so, that we're backing it with even heavier advertising with big impact spaces in the Sun and Sunday Mirror – through May, June and July.

Make sure Deep Cleansing Tonic is on your self-select shelves. When they see it, they buy it! Deep Cleansing Tonic works. For chemists' sales, as well.

DDD DEEP CLEANSING TONIC DDD

good news for oily skins.



Irish Congress

After nine years, the privilege of being host to the Irish Pharmaceutical Congress has returned to Galway. This year the Congress is being held in The Great Southern Hotel in Eyre Square, October 16-19. The theme of the Congress is "Health and education" and a comprehensive programme is being drawn up with this in mind.

It is hoped that this year's meeting will create a public awareness of the work being done by all sectors of pharmacy. Community, hospital and industrial pharmacy see the need to help the public to use the important and valuable medication, which is daily being made available to them.

Miss Maeve O'Nolan
Secretary to the Organising Committee
c/o Hennigan's Pharmacy
Newcastle Road, Galway

Deterrent costs

A customer, having obtained an inexpensive 126 camera (with a guide price of little more than £4) questioned the costs of his first cartridge of film, its processing and printing. His bill was made up as follows:

126 Cartridge	£0·50
Developing	£0·35
12 Enprints @ 10p each	£1·20
	—————

Total £2·05

This works out at 17p for each black-and-white result, good or bad. A 126 cartridge contains about 18ins of panchro-

Continued on p870

Letters

Continued from p869

matic film. We checked the retail price of 5 metres "bulk loading" of 35mm film, which is £1.71½—the 16·4ft works out at 10.45p per foot. Later we found that black-and-white motion-picture film, edge numbered and precision-perforated, costs just over £45 per 1,000ft, representing a charge of about 5p per foot. So, as we are considering raw material in bulk quantities, 18ins of material would cost no more than 7½p.

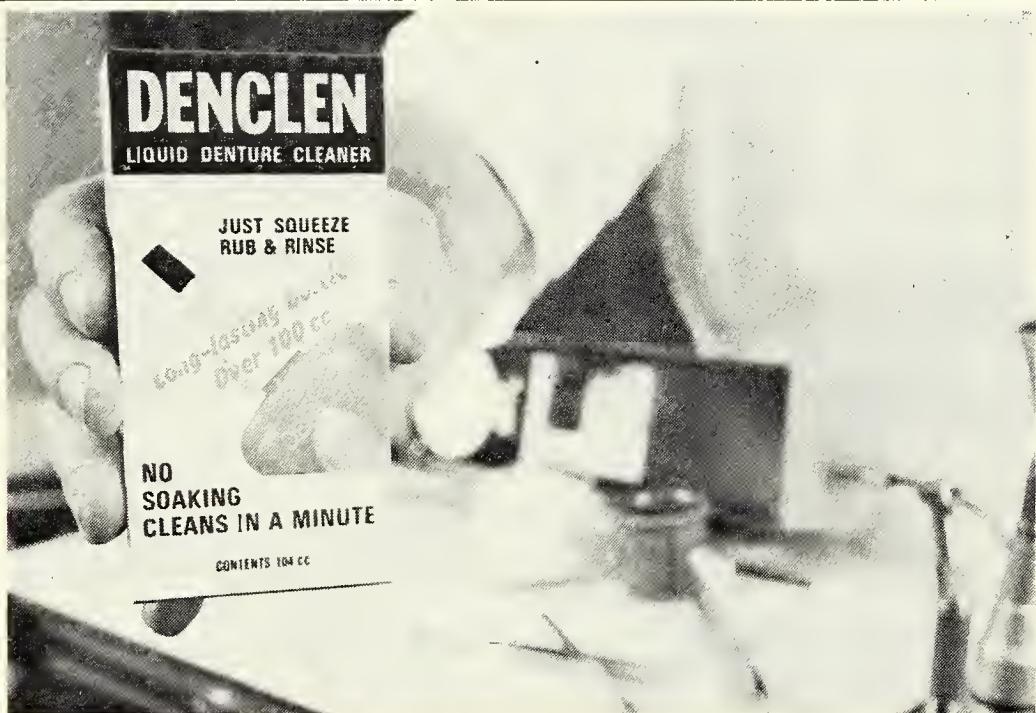
The 126 system, and the 110 system which followed it, was (or so I understood) designed for economical, automated-bulk-processing in spliced continuous lengths. The cost of processing black-and-white motion-picture film is about 2½p per foot, so that 18ins of material would cost less than 5p. The techniques are very similar, except that the 126 lengths have to be

spliced together and identified, for which an allowance of only a few pence each should need to be made, as the splicing itself is now virtually automatic as well. Even taking into account the usual retailer discounts, the relationship between the foregoing figures and the eventual charge of 35p seems to be somewhat in doubt.

Since most Enprinting is now automatic, with long rolls of prints being processed in continuous bands (again comparable with motion-picture technology) and automatic guillotining to separate the prints into sets appropriately identified in relationship to the numbered negatives from which they were produced, a charge of £1.20 for a dozen prints also seems to be questionable.

New cassetted packings were supposed to keep down the costs to the customer because of simplification at all stages, but this does not seem to have worked out in practice. Where does the fault lie?

Photo enthusiast



What can a dentist tell your customers about cleaning dentures? The truth about Denclen.

A recent study* showed that over a third of users buy Denclen because their Dentist recommended it.

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- **Denclen doesn't bleach the "gum" part of dentures.**

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* In-pack questionnaire to 2,000 purchasers.

DENCLEN

International Laboratories Ltd. Sunbury-on-Thames, Middx. TW16 7HN

Photo equipment review

An attractive 110—with electronic flash built in

ITT Pocket Magicflash camera, type IC 401. Made in Hong Kong. ITT Photo Sales, (UK distributors), 139a New Bond Street, London W1. Distributors to chemists, Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7J2.

This is one of the most attractive 110-format pocket cameras which we have handled during the past year. It also has the advantage of built-in electronic flash that adds only a couple of inches to the usual length of this type of camera, and the slightly added weight (bringing the total up to 10oz) seems to help the camera to sit steadily in the hands—this will certainly be advantageous in avoiding camera shake. Nevertheless, a tripod-bush (standard British $\frac{1}{4}$ inch thread) is provided.

Truly 'slip-in'

The moulded plastic body is matt black, with bright chrome trim to the front and end panels—the finish is smooth, with no protuberances, so that it really does slip into the pocket, or into its own soft-lined purse (obtainable as an extra accessory) quite easily. The end panels, by the way, are slightly padded so that they feel comfortable against one's hands.

On the top panel there is only the release button near to the right-hand end. It lies flush and needs to be pressed down gently by about $\frac{1}{8}$ inch to release the shutter. Our one point of criticism is that the shutter-release is not blocked when the front slider is pulled across to conceal the lens and viewfinder openings. It is possible to make an accidental exposure if one does not remember this fact. The rear panel is equally uncluttered, with the clearly-marked "on-off" switch for the electronic flash near the left-hand end. The note "Flash distance 5 to 10ft" is moulded on to the panel just below it. The loading door, and the film identification window, are slightly right of centre with the viewfinder eyepiece at the extreme right-hand end. On the underside is the tripod-bush and the film-advance slider (coupled to the shutter-setting).

The front panel carries the manufacturer's simple trade-mark "ITT" on a panel just right of centre; to its left are the openings for the viewfinder and the lens. There is no glazed panel over the lens in this case and it is very deeply recessed—about three-quarters of an inch. To the right of the name-plate is the elec-

tronic-flash-tube window, the centre of which is about 3in. from the lens axis, which should help to avoid the "red-eye" effect in portraits. At the right-hand end there is an attachment point for a snake-chain wrist sling.

The standard C&D tests were carried out on this camera, using Kodak Verichrome black-on-white panchromatic material, normal development and straight bromide enlargements. As usual, the camera was mounted on a tripod to ensure that the best possible results, as far as definition was concerned, were obtained. The results were excellent, bringing this particular model into the better class of 110-format cameras. However, as we have commented previously, provided that the D&P back-up compares with our own processing, the user should expect to obtain similarly good results. He, or she,

on the other hand should follow the excellent little instruction-booklet and, in particular, heed the warning to "Hold the camera steady and press the shutter-release button gently but firmly until you hear the shutter click. Don't jerk the camera by punching the shutter-release button or your pictures will be blurred".

The external pack is of stout card, printed in grey and blue, with an insert picture in colour and bold, easy-to-identify white lettering—the carton is identified on both end. Within it is a shaped blue instruction-booklet already mentioned, a wrist sling is included as well as a four-fold guarantee registration and service card.

It is understood that extensive promotion is envisaged for this new ITT product, with £1 discount coupons to appear in the Press until August 31.



Full-size reproduction from the C&D standard test enlargement

**ITT Pocket Magicflash camera
110-format, Type IC 401**

Country of origin

Hong Kong

Distributor

ITT Photo Sales

Lens

Three-element glass, 30 mm focal-length, f/9·5 daylight and f/5·6 flash

Shutter

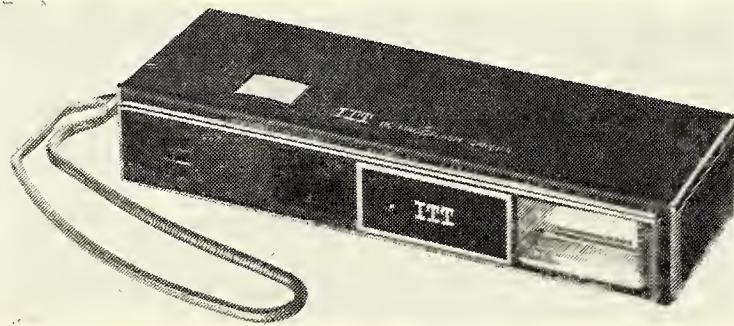
1/90th second

Features

Built-in electronic flash, powered by two AA size alkaline batteries (*not supplied with camera*) Flash 1/1000th second

Accessories

Wrist-sling in pack: protective pouch as an extra



Dimensions

6½ × 2½ × 1½ins (172 × 58 × 30mm)

Weight

10 ounces: 284 grammes

Guide price

About £30

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Company News

Sangers Group achieve 'significant real growth'

Turnover of Sangers Group Ltd in the year ended February 28 amounted to £80.5m, compared with £65.14m in the previous twelve months. Pre-tax profit was £2.44m (£1.88m) and the profit after taxation £1.14m (£837,000). After payment of a proposed final dividend of 4p per ordinary share (total for year 5.8p per share compared with 5.28p last year), the profit retained will be £623,000 (£364,000).

The ratio of pre-tax profit to turnover was 3.03 per cent (2.89 per cent). The increase in pre-tax profit over last year amounted to almost 30 per cent, a result which the directors state "can only be described as excellent". Group sales increased by 24 per cent in the year, reflecting a significant real growth excluding inflation.

The company reports that diversification into the field of optics has continued, but this has so far not materially affected the results. Subject to the usual qualifications concerning the economy of the country in general, rates of taxation and inflation, the directors are confident that the company is well placed to maintain future progress.

Satisfactory development by Ciba-Geigy pharmaceuticals

Sales of the Ciba-Geigy group increased by 5 per cent in 1976 to SFr 9,488m, making good the 3 per cent drop in 1975. The pharmaceuticals division showed sales of SFr 2,689m—"a sustained growth" on the 1975 figure of SFr 2,562m. Sales of Airwick division rose to SFr 389m from SFr 378m, and sales of Ilford division (including Gretag Ltd) were SFr 474m (SFr 475m).

Group operating profit amounted to SFr 320m (SFr 191m in 1975), and research and development expenditure increased to SFr 726m from SFr 720m. Net profit of Ciba-Geigy Ltd increased by SFr 5m to SFr 117m. Exports from the UK showed a "striking increase".

In the annual report the chairman and managing director, Dr L. v. Planta, states that the company's business in pharmaceuticals showed good development, but agrochemicals suffered a slight setback. The main increases in sales of pharmaceuticals were in the UK, Portugal, the Benelux countries, Denmark, Austria, Japan, Mexico, Brazil and Argentina. Good results were given by the beta-blockers Trasicor and Lopresor, particularly in the UK. Among products acting on the central nervous system, Anafranil and Ludomil gained ground at the expense of the older-established Tofranil, while Tegretol maintained its position in the anti-epileptic market. The antitubercular agent Rimactane is now being used in third world countries.

Current medical research in the company is concentrated on antidepressants, neuroleptics, antihypertensive agents and antirheumatics. A new antibiotics and chemotherapy research sector has been set up.

The most important markets for the Airwick division were France, Italy, Switzerland and the USA, and a number of new products were introduced in these countries during the year.

Nearly two-thirds of the sales of the Ilford division were in the UK, Italy, France, West Germany and the USA. A new range of microfilms, which give a saving up to 50 per cent in the amount of silver used, has been introduced, and advances are reported in the field of medical radiography.

Bayer UK profit leaps

Bayer UK Ltd, British subsidiary of Bayer AG, Leverkusen, achieved record sales of almost £75m in 1976, a 47 per cent increase over 1975. Profit before tax increased 133 per cent and after tax by 182 per cent. Total sales were £74,928,827 (£50,971,989); profit before tax £1,661,744 (£713,429), after tax £749,201 (£265,762).

With a 1973 turnover of £37m, the company has increased its turnover by 100 per cent in four years.

Briefly

Hickson & Welch (Holdings) Ltd: Turnover for the half year ended March 31 was £32.249m (£25.14m), with profit before tax of £4.885m (£3.01m). An interim cash dividend of 3.63p (3.3p) per ordinary share has been declared.

Appointments

Dendron Ltd: Mr Peter Hind has been appointed area representative for the East Midlands.

Faberge Inc: Mr Keith Gould has been appointed sales manager. Mr Gould joins the company from Max Factor.

Eaton Laboratories: Mrs Dorothy Freeth, SRN, has been promoted to product manager. Mrs Freeth joined the company in 1974 as a representative in Surrey. Mr Jeff Winslade, LRIC, has joined Eaton as a clinical research associate; he was previously with G. D. Searle in a similar position.

LR/Sanitas Ltd: Mr Stan Hall, formerly a sales representative with the packed pharmaceutical division, has been promoted to regional sales manager for the south. Mr Hall joined the Sanitas Group of companies over 25 years ago and has been responsible for a sales territory which covered Kent, Sussex and Surrey.

Bristol-Myers Co Ltd: Mr Gerry Beddall previously retail marketing manager, has been appointed general sales manager of the retail division. The position became vacant as a result of the appointment of Mr Les Boothright as general manager of Bristol-Myers in Nigeria. Mr Beddall joined the company in 1972 as group product manager.

Eli Lilly and Co Ltd: Dr John Wass has been appointed director of pharmaceutical production, following the promotion of Mr Paul Harvey to director of manufacturing operations at their Basingstoke factory. Dr Wass has a doctorate in chemistry and has previously worked for Dista Products, an associate company, and at the London offices of Lilly Industries Ltd. Immediately prior to his new appointment he was manager of operations for Eli Lilly's proposed Spanish plant in Cordoba.

Market News

Some chemicals activity

London, June 11: As predicted last week trading has been slow although a few chemicals have changed price. Solvent ether is up to £1,072 per metric ton and iodine increased considerably to £5.63 per kg. Vitamin prices are now expected to remain stable until the autumn unless any drastic currency fluctuations occur. Pethidine is expected to increase by about ten per cent towards the end of the week.

Magnesium sulphate: BP £117 metric ton delivered UK; commercial £100; excised BP, £228.
Magnesium trisilicate: £680 metric ton.

Coming events

Tuesday, June 14

Croydon Galen Group, Friends Meeting House, Park Lane, Croydon, at 8 pm. Mr G. Green on "Work of the Forestry Commission".

Bromley Branch, Pharmaceutical Society, Bromley Area Health Authority offices board room, Farnborough Hospital, Orpington, at 8pm. Annual meeting and Mr David Sharpe, member of the Society's Council, on "Current events in pharmacy".

Wednesday, June 15

Plymouth Branch, National Pharmaceutical Association, Greenbank Hospital board room, Plymouth, at 7.30 pm. Discussion on proposed "cut" in NHS remuneration.

Thursday, June 16

Bournemouth and East Dorset Branch, National Pharmaceutical Association, Poole Hospital postgraduate medical centre, at 7.30 pm. Annual meeting and discussion on proposed "cut" in NHS remuneration.

Sunday, June 19

Northumbrian Branch, Pharmaceutical Society, Six mile walk starting and finishing at Alwinton, at 11 am. Details Mr B. Atkins, Newcastle 655890.

Advance information

Society for Drug Research. Symposium on "Drug intervention in aging", Chelsea College, London SW3 6LX, July 6 at 10 am (members free, non-members £3). Details from Dr Alma B. Simmonds, 35 Summerland Grange, Summerland Gardens, London N10 3QP.

Cosmetic science diploma available by home study

The Society of Cosmetic Chemists is to set up a diploma course in cosmetic science by home study.

Students will organise their own course within the framework of a syllabus provided by the society and examinations will be taken at a provincial centre. The society has been concerned that many potential students are unable to take part in the existing course at the Polytechnic of the South Bank, London. Local advisers are expected to provide immediate, on-the-spot help with students' problems. Students would usually be working in the cosmetic or related industry. Applications for the course, which is expected to start this autumn, should be sent by September 1 to the general secretary, Society of Cosmetic Chemists, 56 Kingsway, London.

India adopts price check

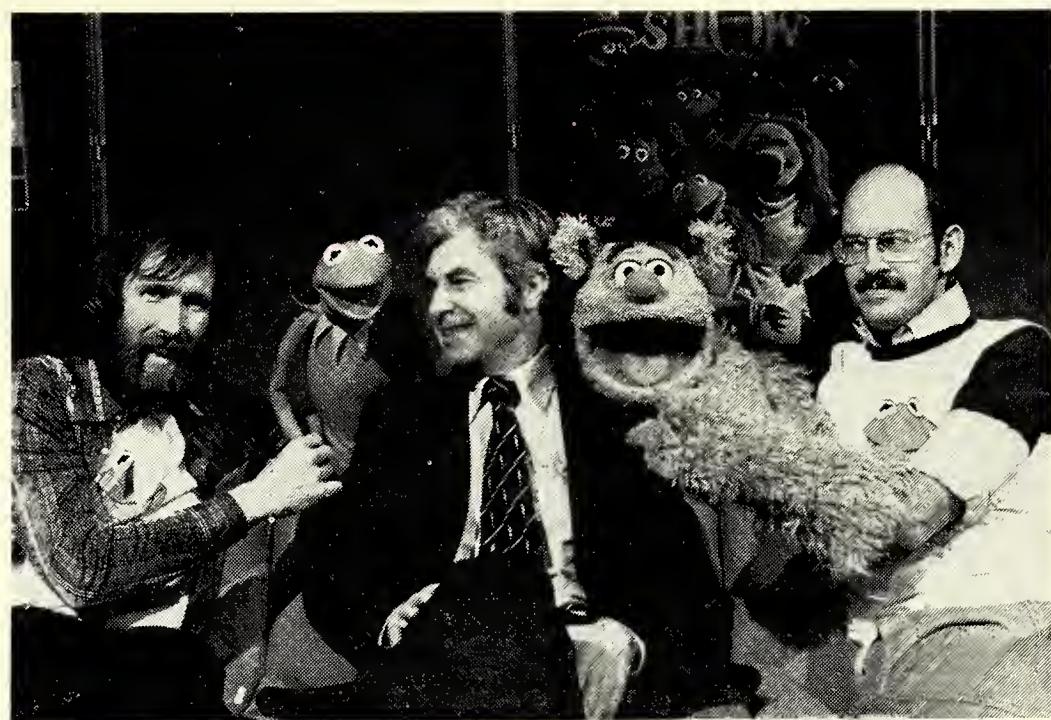
The Indian government has "developed a mechanism" to check retail prices of medicines whereby retailers selling items above the fixed price would be "severely dealt with" under the Essential Commodities Act, according to Mr H. N. Bahuguna, Minister for Petroleum, Chemicals and Fertilisers.

He said drug companies making huge profits should see that their products were sold to the public at a fixed price and with a large distribution network at their command, they were "equally responsible for checking adulteration and over pricing in chemist shops and other outlets." Under the new mechanism government officials, incognito, would buy drugs in town and village shops.

Pesticide names

The following have been approved as common names for pesticides for eventual inclusion in BS 1831 but will not be included in a supplement to BS 1831: 1969 until final international adoption.

Doxyfluorfen ([a] 2-chloro- $\alpha\alpha\alpha$ -trifluoro-polyol 3-ethoxy-4-nitro-phenyl ether; [b] -(2-chloro- $\alpha\alpha\alpha$ -trifluoro-*p*-tolyloxy)-2-nitro-phenetole; nitrofluoren 2-chloro- $\alpha\alpha\alpha$ -trifluoro-*p*-tolyl 4-nitrophenyl ether; hidiazuron 1-phenyl-3-(1,2,3-thiadiazol-5-yl)urea.



Mr Kenneth J. Fowler, managing director, Fassett & Johnson Ltd, being entertained by Kermit and Fozzie bear at Elstree studios during production of the new "Muppet show" series. Fassett & Johnson have the exclusive licence for Muppet toiletries. Also in the picture are Jim Henson, creator of the show, and Frank Oz (Photograph by courtesy of ATV Network Ltd)

News in brief

- The Distributive Industry Training Board is offering a series of courses in television techniques for senior executives. Details from Mr H. Webb, DITB, McLaren House, Talbot Road, Stretford, Manchester M32 0FP.
- Beatrice Foods Co, Chicago, is to market a natural red vegetable colour from red beets. The colouring will be available in dried and liquid forms and is an alternative to Red No 40 and the recently banned Red Dyes no 2 and no 4—widely used as colouring agents in cosmetics and drugs.
- A Chemical Emergency Agency Service has been established in co-operation with chemical manufacturers, transporters and traders. Harwell laboratory maintains, on behalf of companies consigning chemicals, a continuously manned telephone service to provide advice to the emergency services in the event of an incident. Details
- from Mr J. S. Hutchins, marketing and sales department, Building 329, AERE, Harwell, Didcot, Oxfordshire OX11 0RA.
- The Brevinor contraceptive pack produced in press-through strip form by Contrapac Ltd for Syntex Pharmaceuticals Ltd was recently awarded a silver star in the nationally organised Star Packs Award competition arranged by the Institute of Packaging. It is the third time Syntex and Contrapac have received the award in connection with contraceptive tablet presentations.
- Edmac Laboratory Data System consists of an automated clinical laboratory data collection and retrieval system for inpatient and outpatient service and provides test result reports for hospital staff. The complete system encompasses instrumentation logger, keyboard units, tape playback units, printer terminal and digital computer and disc memory units. Details from Mr M. Pattenden, Aerospace Division, FieldTech Ltd, Heathrow Airport, Hounslow, Middlesex TW6 3AF.

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